

ICE CREAM FIELD



June 1950

In this issue

Topic of the Month: Transportation
Dry-Ice and Street Vending Section
Consumers Like Diabetic Ice Cream
Prof. Tracy: "Watch Your Vanilla!"

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adm. Mgr.	Library

Cash in with COLOR

The illustration shows several boxes of Chamberlain's Ice Cream in various flavors: Special, Strawberry, Vanilla, and Butter Pecan. The boxes are arranged in a cluster. In the background, a woman is shopping at a booth labeled 'BOOTH 319 D.I.S.A. EXPOSITION WELCOME HEADQUARTERS CLARIDGE HOTEL'. The boxes feature the Chamberlain's logo and the text 'One of Indiana's Finest'.

You make the most of impulse buying when your ice cream is packaged for the job. Cabinet displays are more colorful, more tempting . . . flavors instantly identified . . . and you build a profitable buying habit for your brand. Our art staff always welcomes an opportunity to recommend economical ways to use color on your private design for a better selling job. Write for particulars.

FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES - PREPACKAGING BOARDS AND TRAYS

SUTHERLAND
PAPER CO.
KALAMAZOO
MICH.

LIQUID-TIGHT CONTAINERS - FOOD TRAYS - PAPERWARE
EGG CARTONS - PLATES - PAILS - HANDI-HANDLE CUPS

BIG CAPACITY!

Fewer Deliveries Now Necessary

Brand new interior design of the 1950 Savage Ice Cream Cabinets has increased their capacity tremendously! The new Savage cabinets now hold 10% to 30% more bulk ice cream than ever before! Think what this can mean to your servicing costs in terms of fewer stops for each route man, with greater gallonage delivered at each stop. It's a convenience for your retailers and consumers, too. No more running short on busy days. No need for those costly

nighttime emergency deliveries. And thanks to that great Savage feature—refrigerated partitions between compartments—your ice cream always stays firm and delicious. Make a date now to see the brilliant new Savage Ice Cream Cabinets at your earliest convenience. In the meantime, write for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.

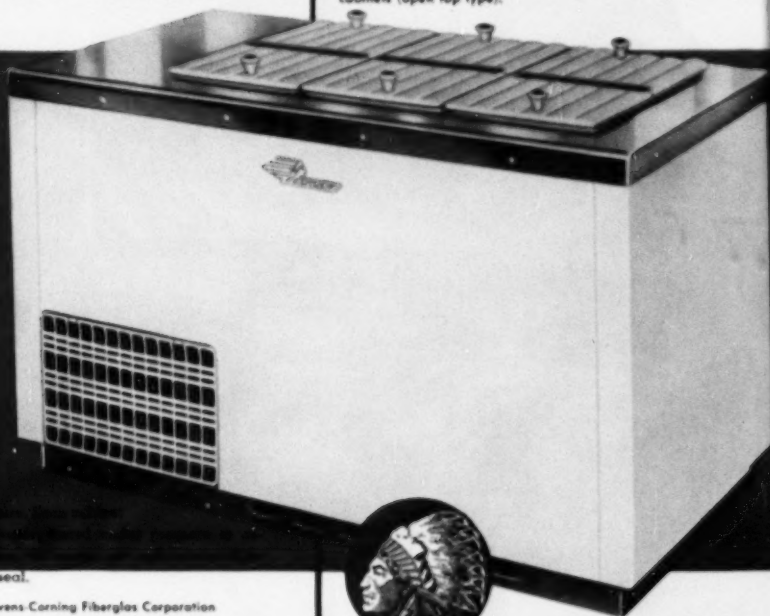
Only **SAVAGE** Gives You These 8 Great Features

- Greatly increased capacity: 10 to 30% more ice cream in bulk containers.

- Refrigerated partitions between compartments. Not necessary to keep individual compartments at different temps.
- Modernized exterior design made flush (no apron) for easy in-line installation. Top and sides waterproof for quick, effortless cleaning.
- Attractive white漆 of durable plastic—scrubbing, caustic-removing, easy to keep clean.
- Sturdy, all-steel cabinet construction for longer service life. No need to wrap or pad. Corrosion resistant for added strength.
- Uniform temperature throughout unit and maintains ice cream (bulk or retail) at ideal temperature.
- Hermetically sealed gasket system for complete chemical resistance.
- Heavy resistant insulation of special **Hermes** type.

struction to prevent infiltration of moisture.

13 different models to choose from—to fill all your customers' needs: 3 and 4 single; 4, 6, 8, 10, 12 double (chest type); 4, 6, 8, 10 double (remote type); 9 cu. ft. and 18.7 cu. ft. merchandising cabinets (open top type).



again in '50

the **SWING** is to —

SAVAGE

ICE CREAM CABINETS

*Fiberglas is the registered trademark of Owens-Corning Fiberglas Corporation

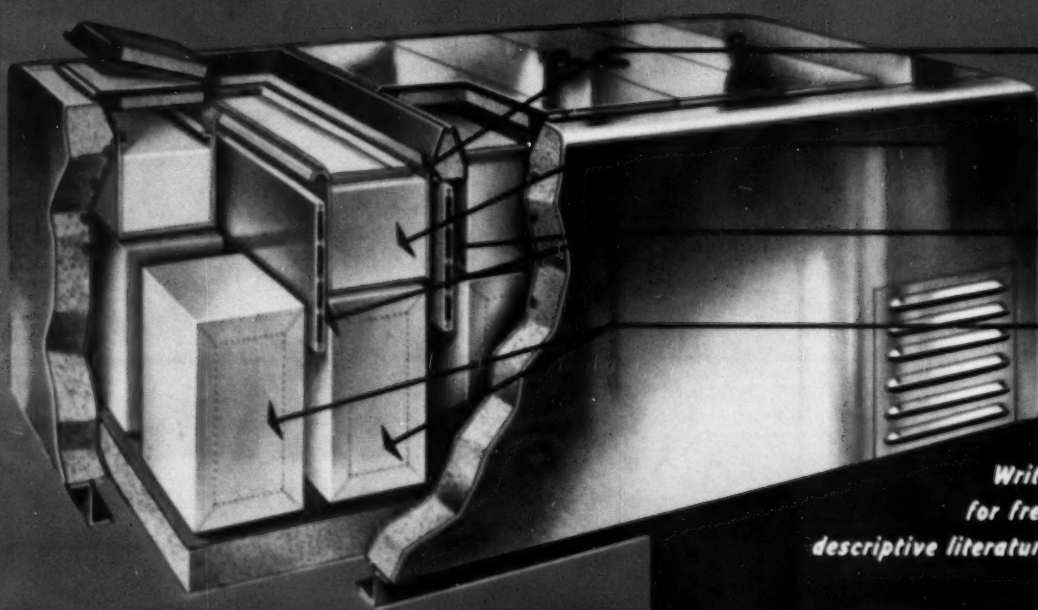
USE MODERN DIPPING!



THE NEW, MODERN WAY



Standing easily and gracefully at the modern cabinet—rolling instead of digging and packing away the ice cream.



Write
for free
descriptive literature

THE WOOD CABINET MAKES BIGGER PROFITS FOR RETAILERS—GETS NEW CUSTOMERS FOR WHOLESALERS!

3 years tests in the midwest by leading retail and wholesale manufacturers prove this.

THE OLD-FASHIONED WAY

Bending—reaching—stretching, upening arms—losing over-run while digging ice cream from the bottom of an old-fashioned container and cabinet.



Metal tray holding carton, seats itself without support from storage beneath—forms seal so ice cream can't drop into cabinet; refrigeration isn't lost; warm air is kept out so cabinet doesn't frost up.

Ice cream is dipped from side of container lying flat—not an end. Makes dipping easier and faster.

Refrigerated walls surround each container for more accurate temperature control—ice cream is never more than 4" from cooling coils.

Rectangular containers take less space than round—cabinet will hold three 5-gallon cartons in space required for two round 5-gallon cans.

Retailer Ken Wallace, Franklin Ice Cream Company, Cleveland, Ohio: "I remember when first seeing your cabinet that it seemed almost too good to be true. After having almost two years experience with it, we realize it is even better than your promised performance."

Wholesaler Lance Thayer, Thayer Dairy, Clare, Michigan: "The Wood Cabinet has helped us get and keep new customers."

Wholesaler T. H. Williamson, Soo Creamery, Sault Ste. Marie, Michigan: "We have used the Wood Cabinet since 1947. Our customers are all very satisfied. Some of them have the old style cabinets too, but very emphatically prefer the Wood Cabinet for bulk dipping."

The Wood Cabinet gives you a revolutionary new method of merchandising bulk ice cream. You dip from the side of a square carton so the loss of overrun is held to a minimum. There is no waste because the metal trays holding the cardboard cartons form a seal—ice cream cannot drop into the cabinet. And special refrigerated partitions surround each carton to hold ice cream at the proper dispensing temperature. These are some of the features of the Wood Cabinet that mean more profits for the retailer—new customers for the wholesaler.

The Wood Cabinet is constructed in keeping with standard practices for economic operation of low temperature equipment. Write for free descriptive literature and specifications on the complete line of Wood Cabinets and fountain layouts.

**STAND UP DIPPING • MORE DIPS PER CAN •
50% MORE CAPACITY • LESS FROSTING •
NO ICE CREAM WASTE • MORE SANITARY**

**Only the WOOD Cabinet
offers all these advantages**

G. R. WOOD CABINET CO.

Factory and Sales Office

4840 E. 12th St., Kansas City, Mo.

General Offices

1328 E. Michigan, Lansing, Michigan

ICE CREAM CABINETS—BOBTAIL FOUNTAINS—COMPLETE STORE LAYOUTS



SENSATIONAL PURE-MAID SANITARY ICE CREAM SANDWICH

IT'S terrific . . . it's the hottest number of 1950 . . . because more and more consumers are asking for "the ice cream sandwich in the box." And, Mr. Manufacturer, that's the ice cream sand-

wich made by the Le Roy method and none other! Users report sandwich sales tripled! Labor costs down to 3/4c per dozen! And, you get plenty of hard-hitting advertising material FREE! Wire or phone for full details TODAY!

Le Roy MAKES NEWS AGAIN...AND AGAIN!

★ Yes, history was made when Le Roy introduced their method for making ice cream sandwiches by a **SANITARY METHOD THAT MAKES A SANDWICH UNTOUCHED BY HUMAN HANDS!** And, Le Roy makes headlines again with

a plan which helps the ice cream manufacturer by making sales, by making repeat customers . . . by building up—Up—UP your ice cream sandwich business. That's why alert manufacturers are getting on the Le Roy bandwagon!

★ ★ ★ ★ ★

MORE AND MORE MANUFACTURERS SWITCH TO THE LE ROY METHOD OF MAKING ICE CREAM SANDWICHES BECAUSE . . .



IT'S EASIER! Sandwiches filled *directly from the continuous freezer*. No machinery is required. No pre-hardening necessary. Wafers are already in the containers. No dripping or messiness at any time.



IT'S FASTER! Only three workers are needed to turn out a minimum production of 400 dozen per hour. Product is handled only once!



IT'S SANITARY! Wafers are already in containers and you never touch them by hand. You get **CLEAN, INDIVIDUALLY BOXED SANDWICHES!**

OVER 400 OF THE MOST PROGRESSIVE ICE CREAM MANUFACTURERS IN AMERICA USE THE LE ROY SANDWICH METHOD

NOW— IMMEDIATE DELIVERY

To assure you of prompt delivery at all times, even during the busiest summer months, Le Roy has a complete distribution set-up with warehouse stocks strategically located in:

BROOKLYN, N. Y.
LOS ANGELES, CAL.

NEWARK, N. J.
CHICAGO, ILL.

ST. LOUIS, MO.

and as this goes to press, branches in the south are being arranged.

CANADIAN LICENSEE: FOOD ENTERPRISES, LTD.
Montreal & Winnipeg

Le Roy

FOODS, INC.

Mfrs. of Frozen Novelty Supplies and Equipment
290 S. 5th Street
BROOKLYN 11, N. Y.

BRANCH OFFICES
Newark, N. J., St. Louis, Mo.,
Los Angeles, Cal., Chicago, Ill.

CLIP
COUPON
NOW!

• LE ROY FOODS, INC.
• 290 S. 5th St., Brooklyn 11, N. Y.
• Please have your representative call and demonstrate your patented process for producing PURE-MAID Ice Cream Sandwiches.
• Company _____
• Address _____
• City _____ State _____
• Attention of _____
• *****



MARATHON'S
Serving-Size
ICE CREAM
CARTONS

★ *Newest Idea* ★ **IN ICE CREAM PACKAGING!**

Here's the merchandising sensation of 1950, Marathon's "individual serving" package! Here's the "measured portion" package which is opening new ice cream markets in the home, at the retail store, at the fountain. No han-

dling, no dipping, no slicing. Always an even, measured serving. It's designed for automatic packaging. Offers production savings and great sales opportunity in the growing market for "service-size" packages.

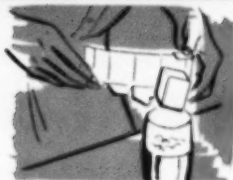
NEW CONVENIENCE! NEW USES! NEW SALES FEATURES!



Easy to store in a variety of flavors, the new small size carton with space-saving rectangular shape fits compactly in ice-cube trays! Now, every family can enjoy ice cream every day!



Also available: Serving-Size package with spoon attached! Makes handy, simple-to-store snack for children and adults. Eliminates dirty dishes ... lets children help themselves.



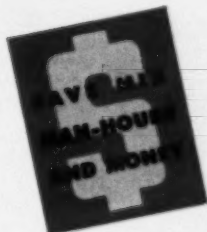
At restaurants and soda fountains, Marathon's new Serving-Size linerless cartons permit accurate cost control ... assure uniform quality of all ice cream specialties. Quick and sanitary, too!

It's Market Tested! Marathon's new Serving-Size linerless ice cream cartons have been market tested by manufacturers, dealers and consumers ... winning universal approval for convenience, ease of storage and new sales appeal. Available with or without spoon attached. Sizes from 3.2 oz. to 6 oz.

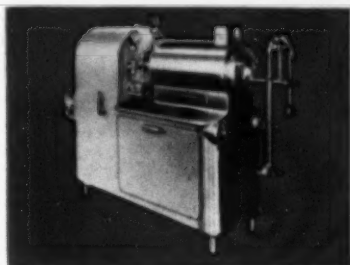
MARATHON

Protective Packaging FOR AMERICA'S FINEST FOODS
FOR INFORMATION, SEE YOUR MARATHON REPRESENTATIVE,
OR WRITE MARATHON CORPORATION, MENASHA, WISCONSIN

All-stainless Silver Star Vogt Instant Freezer. Capacities to 400 gallons an hour.



get the Vogt freezers you've been needing now!



White Star—stainless product contact surfaces with stainless and white enamel base. Capacities to 400 gallons per hour.

The **Cherry-Burrell Fruit Feeder** is an ideal companion for any continuous freezer. Patented method assures feeding with absolute minimum of crushing or bleeding.



**Know Vogt Freezers—
Send for Bulletin**

Bulletins are available on all Vogt Instant Freezers describing in detail the advantages which have made them the standards for the industry. Send for your copy today and discuss Vogt freezers with your Cherry-Burrell representative.

CHERRY-BURRELL CORPORATION

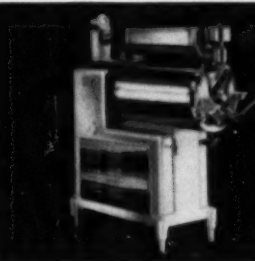
General Sales and Executive Office:

427 W. Randolph Street, Chicago 6, Ill.

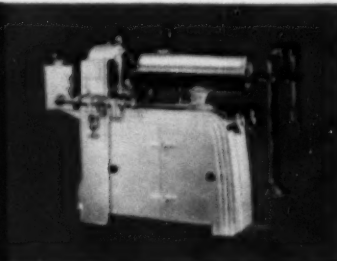
Milk and Food Plant Equipment and Supplies
FACTORIES, WAREHOUSES, BRANCHES, OFFICES OR DISTRIBUTORS
AT YOUR SERVICE IN 56 CITIES



trendmaker in a great industry



The Duo-Dash Batch Freezer. Fast freezing. Patented whipping control. Rated at 40 quarts—drum capacity 57.2 quarts.



Famous Commander Vogt Freezers with capacities from 40 to 300 gallons per hour.

Cherry-Burrell Corporation
Dept. 120, 427 West Randolph Street
Chicago 6, Illinois

Send Bulletins as indicated. () Vogt "Star" Freezers

() Vogt Commander Freezers.

() Duo-Dash Freezer

() Cherry-Burrell Fruit Feeders

Name

Firm Name

Address

City State

Introducing YOUR NEW SALESMAN KOLD-HOLD

Designed to sell more of your ice cream
more conveniently
at a NEW LOW PRICE
INSULATED BAGS

WANT to build your gallonage through greater take-home sales? You can do that, and get tremendous advertising value at the same time, with the new, improved Kold-Hold insulated bag. Because the attractive, white Kold-Hold bag is designed to lend itself to a wide range of printing possibilities, it becomes a walking advertisement for your ice cream. It promotes your brand name at the point-of-sale, through the streets, and in the consumer's home.

And there's only a small charge for printing your name, trade mark and sales message on the Kold-Hold bag.

Now, with the new low price of Kold-Hold bags, you can use them freely as a give-away advertising medium to increase sales.

For greater sales in a better bag, write, wire or phone for complete details.

WHITNEY BROS. INCORPORATED

EST. 1877

34-38 FARNSWORTH ST.

BOSTON 10, MASS.

PACIFIC COAST REPRESENTATIVE

West Coast Coverage Co. Los Angeles 11, California



HISTORY-MAKING ANNOUNCEMENT SETS

New Standards in Soda Fountain Performance!

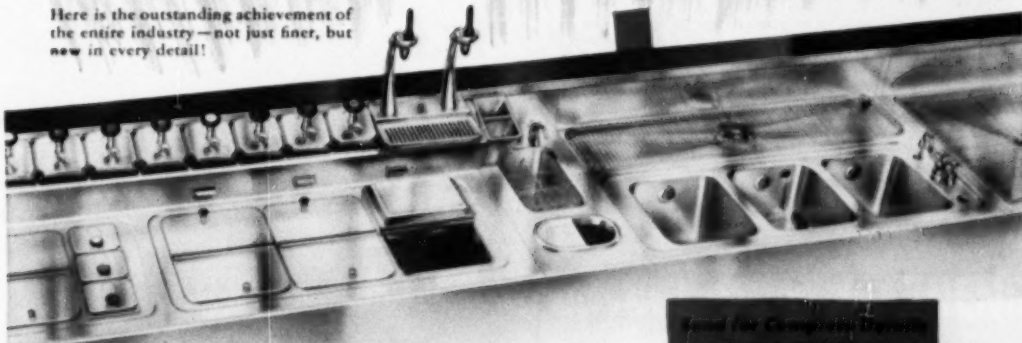
the New LIQUID

Diamond "50"

with

50 FINER FEATURES

In all the world there's not another fountain to equal the New Diamond 50!
Here is the outstanding achievement of the entire industry—not just finer, but new in every detail!



The new Liquid Diamond 50 is star studded with improvements—with innovations—with functional features that provide new measures of operating efficiency, beauty and durability. To compare the Diamond 50, feature for feature, with any other fountain is to realize its extra worth—its finer basic quality—its inherent plus value!



THE LIQUID CARBONIC CORPORATION
3110 South Kedzie Avenue, Chicago 23, Illinois



Send for Complete Details
TODAY!

The Liquid Carbonic Corporation
3110 South Kedzie Ave., Chicago 23, Illinois

Send me your free, 16-page brochure giving complete details of the new "Diamond 50" fountain.

Name

Address

Town State

Coming Events

- JUNE 16**—Arononink Golf Club, Newtown Square, Pennsylvania; annual outing of the Philadelphia Dairy Mixers.
- JUNE 20-21**—Ithaca, New York; 45th Annual Meeting of American Dairy Science Association at Cornell University.
- JUNE 26-28**—Hotel Edgewater Beach, Chicago; Program planning meeting of the Directors of Affiliated Dairy Council Units, under the sponsorship of the National Dairy Council.
- JULY 24-25**—Hotel Baxter, Bozeman, Montana; Meeting of Executive Committee of American Dairy Association.
- AUGUST 7-20**—Chicago, Illinois; United States International Trade Fair.
- AUGUST 7-8**—Hotel Greenbrier, White Sulphur Springs, West Virginia; Annual Convention of West Virginia Dairy Products Association.
- SEPTEMBER 13-15**—Hotel Fort Des Moines, Iowa; Annual Convention of the Association of Ice Cream Manufacturers and the Iowa Milk Dealers Association.
- OCTOBER 10-12**—Hotel Mayflower, Washington, D. C.; 17th Annual Convention of the National Association of Retail Ice Cream Manufacturers.
- OCTOBER 16-21**—Atlantic City, New Jersey; 17th Dairy Industries Exposition, staged by the Dairy Industries Supply Association.

- OCTOBER 18-20**—Atlantic City, New Jersey; 46th Annual Convention of the International Association of Ice Cream Manufacturers.
- OCTOBER 25-26**—Burlington, Vermont; 29th Annual Conference for Dairy Plant Operators and Milk Distributors at the University of Vermont and State Agricultural College.
- NOVEMBER 8-9**—Hotel Continental, Kansas City, Missouri; Annual Convention of the Missouri Ice Cream and Milk Institute.
- NOVEMBER 15-17**—Lubbock, Texas; 2nd Annual Dairy Manufacturers Short Course at Texas Technological College.
- NOVEMBER 17-19**—Long Beach, California; 1950 West Coast Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association at Municipal Auditorium.
- NOVEMBER 29-30**—Hotel King Edward, Toronto, Ontario, Canada; 34th Annual Convention of the Ontario Association of Ice Cream Manufacturers.
- JANUARY 5-6**—Hotel Sherman, Chicago; Annual Convention of the Dairy Queen National Trade Association.
- JANUARY 24-26**—Hotel Carolina, Pinehurst, North Carolina; Annual Convention of the North Carolina Dairy Products Association.
- JANUARY 26-28**—Dallas, Texas; 1951 Southwestern Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association at the State Fair Grounds.
- FEBRUARY 8-10**—Hotel Buena Vista, Biloxi, Mississippi; Annual Convention of the Mississippi Dairy Products Association.
- APRIL 6-8**—Hotel Statler, Buffalo, New York; 1951 Eastern Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association.

BLUEPRINT FOR PROFITS VITAFREZE SIMPLEX BAGGER

Here is your plan for profits. Engineered by Vitafreze especially for the medium size confectioner... this portable bagger handles all types of bars, twins or chocolate coated.

VITAFREZE also manufactures
Pneumatic Mold Pushers,
Defrost tanks, Mold Return
Conveyors and Work Tables.
Write for details TODAY.

Trade Mark VITAFREZE
Reg. U. S. Patent Office

VITAFREZE Equipment, Inc.

6601 EASTERN AVENUE

SACRAMENTO, CALIFORNIA

Sales Representative Joe Lowe Corp. New York City

REMEMBER... IT PAYS TO DO IT THE VITAFREZE WAY

Bowey's
Inc.

blueprint for better business

sherbet sales Up...17%

● If your sherbet sales for 1949 did not measure up to a 17% increase over the preceding year . . . it's time to call in your Bowey man.

Despite a 3% drop in ice cream sales across the nation, sherbets jumped a whopping 17%. Again, in January of this year . . . UP another 21%. In February . . . UP another 19%!



It's TIME to take advantage of the TREND!

Bowey's "CREME FLAVORS" . . . in orange, lemon, and lime, have contributed substantially to this increased consumer demand. Test them in your market.

Write today for free samples!

CHICAGO 10, Illinois • 679 Orleans St.
BROOKLYN 5, New York • 771 Bedford Ave.
LOS ANGELES 28, Calif. • 4308 District Blvd.



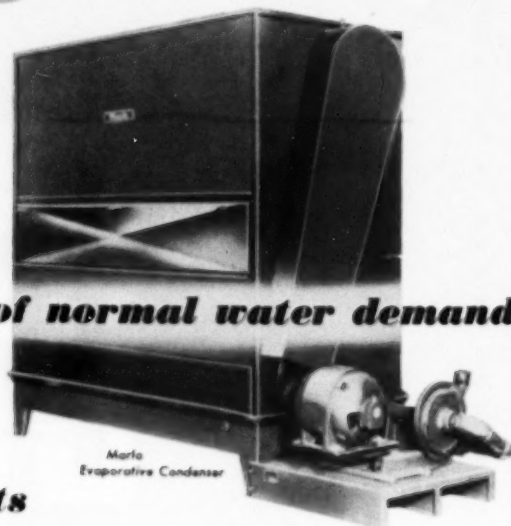
SAVED

day after day...

up to 95%...

...of normal water demand

with Marlo cooling units



Marlo
Evaporative Condenser

Engineered for more efficient re-cycle cooling, Marlo Evaporative Condensers and Cooling Towers cut cooling water consumption up to 95%—a substantial and steady saving your clients can count on... just one of the big Marlo economies.

Other Marlo features that mean better installations for you...

Durability... Marlo Units last longer—with all galvanized construction that resists corrosion.

Quietness... Sound-deadening interiors, silent V-belt drive assure low noise-level operation.

Compactness... Marlo Units are installed easily—with minimum expense.

Accessibility... for fast, simple, economical servicing.

Write for complete details on Marlo Evaporative Condensers and Cooling Towers.

MARLO HEAT TRANSFER
Since 1912

Marlo COIL CO. • 6135 Manchester Rd. • St. Louis 10, Mo.

**FORMULA
FOR**

Extra

**NOVELTY
PROFITS!**

THE INDUSTRY IS TALKING ABOUT...

**STICK CONFECTION MULTIPLE PROFITS
THAT ARE BEING EARNED BECAUSE . . .**

- **ICN GIVES YOU** consumer accepted **BRAND NAMES!**
(Walt Disney world famous personalities)
- **ICN GIVES YOU** top quality products!
- **ICN GIVES YOU** promotion . . . colorful, dynamic point-of-sale advertising aids!
- **ICN GIVES YOU** merchandising . . . colossal Donald Duck super prize program! Donald Duck children's clubs!
- **ICN GIVES YOU** retailer bonus program!*

Yes, all this and MORE at LOWER COSTS!

*Special valuable merchandise coupons with all Donald Duck on-a-stick confections.

*It's Easy
to Build Profits
with I.C.N.*

**Yes, Big News For YOU! Your ICN
salesman has full details. Write today!**



Ice Cream Novelties, INC.

110 MURRAY STREET, NEW YORK 7, N. Y.

LOS ANGELES • NEW ORLEANS • CHICAGO

IN CANADA • ICE CREAM NOVELTIES, LTD., TORONTO, ONTARIO



- POLYCOID "B"
- MIXACOID
- ATMOS

**for Making
Quality Ice Cream**

*Originators of Emulsification
for Ice Cream*

R. G. MOENCH & CO., INC.

11 Park Place

New York 7, N. Y.



P & S lights up the ice cream industry with the glow of quality of

its True Fruit and Imitation Fruit flavors.

For years P & S has ushered in delicious tempting tasters, and ice cream men have consistently profited from these flavorites.

Research and a high degree of manufacturing ability guarantee the continuous performance of P & S products. Use P & S for compliments that pay off in dollars.



POLAK & SCHWARZ, INC.

667 Washington St., New York 14, N. Y.

Midwestern Office: 173 W. Madison Street, Chicago 2, Ill.

Representatives: Milwaukee - Los Angeles - San Francisco

Canadian Office: Polak & Schwarz (Canada), Ltd.

1617 Dundas Street, W., Toronto, Ontario, Canada



Only *Sweetose*
can give
**4-Way Better
"Bite-Appeal" Here!**

2 Times Sweeter . . .

3 Times More Fluid

Than Ordinary Corn Syrup

Enzyme conversion makes this a totally different product from ordinary corn syrup. *Sweetose* syrup alone gives you a richer, creamier ice cream with a firmer body . . . improves texture and magnifies natural flavor goodness! *Sweetose* syrup replaces high priced sugars . . . gives results they cannot duplicate! Try the new 1950 *Sweetose*. Discover how new refining processes have made it water-white, crystal-clear, odorless, with no flavor other than sweetness. Try it in your formulas . . . see how it slashes costs and gives you a better-than-ever product!

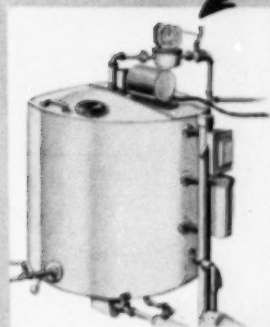
STALEY'S
Sweetose

Sweetose is a trademark of the
A. E. Staley Mfg. Co. Reg. U. S. Pat. Office

A. E. STALEY MFG. CO., Decatur, Illinois

In Canada, write to: 6876 Sherbrooke St., W., Montreal, Quebec

**...and
Lower Costs
Here**



**Pasteurizer, showing *Sweetose* meter
and pipe line for automatic handling**

**MAIL THIS COUPON
TODAY!**

A. E. STALEY MFG. CO.
Dept. ICF-6, Decatur, Illinois

Gentlemen:

Send me the information that proves
how *Sweetose* makes possible higher
quality ice cream at lower costs!

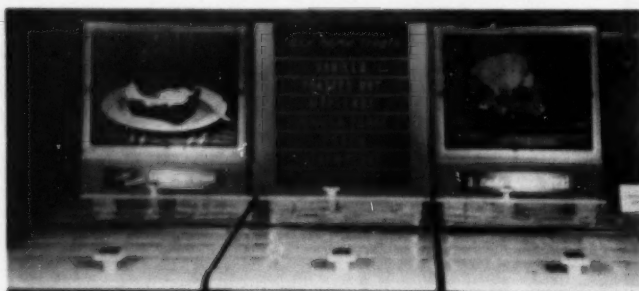
Name Title

Company

Address

City State

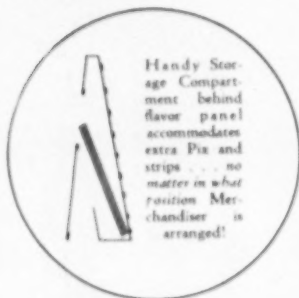
DRAMATIC DISPLAYS BOOST SALES BOTH WAYS!



Style "F"

Zoom your "take home" sales! Make Your Old Cabinets Into A Top Flight 1950 Ice Cream Profit Stop!

Gleaming enameled steel to match your cabinet, with 2 Plastikolor-Pix in crystal plastic frames, plus flavor panel. Attaches in moments with suction cup grips. Includes merchandiser, 12 vinylite plastic flavor strips, and 2 lighted sign strips—with 2 pix ————— **\$12.50**
with 6 pix ————— **\$18.50**



Handy Storage Compartment behind flavor panel accommodates extra Pix and strips — no matter in what position Merchandiser is arranged!



Style "G"

The Original Single Pix Liter available with one fountain subject for back bar or snack bar use ————— **\$5.00**

SPECIAL OFFER—

One Single Pix Liter with 3 different fountain subjects ————— **\$9.00**
2 Pix Liters with 3 different fountain Pix ————— **\$12.00**
3 Pix Liters with 6 different "take home" Pix ————— **\$19.00**



Style "Q"

Our Guarantee—The Best Displays For Your Money—
OR Your Money Back.

Order Direct From

WM. MELISH HARRIS ASSOCIATES
52 VANDERBILT AVE. NEW YORK 17

Ask for free "Catalogue Pix"

PIX-LITER MERCHANDISER

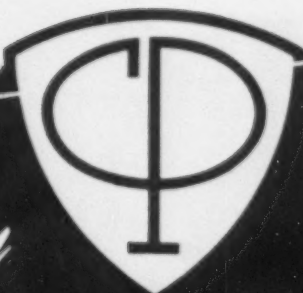
Guarantees

10% increase in sales or your money back!

Here's a new double duty — double beauty Plastikolor-Pix Merchandiser—the electrically lighted color display that shows and tells what you sell! Plastikolor-Pix are the sensational new full color transparencies that go far beyond other past color transparencies in sheer appetite appeal . . . in sheer sales appeal!

Cash in on Impulse Sales at the Fountain!

Same merchandiser "stands on its head" to please customers . . . and attaches right to back bar mirrors with suction cup grippers. Merchandiser complete with 3 Fountain Pix, 12 flavor strips, and two 60-watt bulbs, ready to hang ————— **\$14.50**



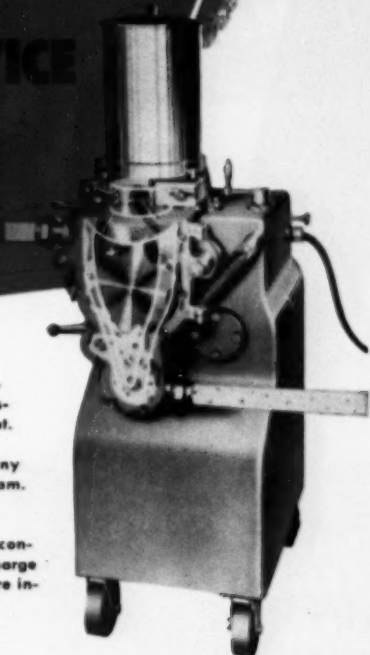
Only
FRUIT FEEDERS
for HEAVY DUTY SERVICE

**Give You These
 Money-Saving
 Advantages**

★ **POSITIVE SEPARATION!** Independent fruit hopper, positively separated from the ice cream flow, eliminates possibility of ice cream backing up into the fruit compartment.

★ **VISIBLE GRAVITY FEED!** Open the inspection cover at any time and actually SEE the fruit drop into the ice cream. No guesswork.

★ **NO PRESSURE VARIATIONS!** Stabilizes operation of continuous freezers not equipped with an ice cream discharge pump by isolating freezer from variations in pressure introduced by filling equipment.



Users from coast to coast prefer CP Fruit Feeders because performance records prove they put extra profits into fancy flavor ice cream. Your next fruit feeder should be a CP Heavy Duty—built for long hours of trouble-free operation.

Investigate NOW!



THE *Creamery Package* MFG. COMPANY

General and Export Offices: 1243 W. Washington Blvd., Chicago 7, Illinois

Affiliate • Boston • Buffalo • Chicago • Dallas • Denver • Houston • Kansas City, Mo. • Los Angeles • Minneapolis • Nashville • New York • Omaha • Philadelphia • Portland, Ore. • St. Louis • Salt Lake City • San Francisco • Seattle • Toledo, Ohio • Waterloo, Ia.

CREAMERY PACKAGE MFG. CO. OF CANADA, LTD.
 267 King St., West, Toronto 2, Ontario

THE CREAMERY PACKAGE MFG. COMPANY, LTD.
 Avery House, Clerkenwell Green, London, England



only

The Perfect
Pectinizing Agent

for FRUIT SYRUPS
used in Variegating

for FRUIT FEEDER
Applications

for FRUIT used in
Ice Cream Tarts
and Pies

for FRUIT TOPPINGS
on "Walking"
Sundaes

for MARSHMALLOW
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OVER 25 YEARS EXPERIENCE PREPARING STABILIZERS FOR THE ICE CREAM INDUSTRY



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**FULL LENGTH
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Holds 600 Pint Pkgs.

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**A Complete Cabinet
NO EXTRAS TO BUY**

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Here's the big new Schaefer Open Top Ice Cream Merchandising Cabinet with that full length opening and everything you've asked for. Compare feature with feature. Compare what you get. Then compare price. Don't be misled. Schaefer gives you more and costs you less.

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ICE CREAM FIELD

VOL. 55

June

NO. 6

A GRANT
THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY
PUBLICATION

Staff: HOWARD B. GRANT, Editor and Publisher; SIDNEY M. MARAN, Assoc. Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

ICE CREAM FIELD is published monthly at 3110 Elm Avenue, Baltimore, II, Md., by I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York office, 19 W. 44th St., New York 18, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S., \$2.50 in Canada, \$3 foreign; single copies 25c in the U. S. and Canada, 35c foreign.



Member Controlled Circulation Audit Association
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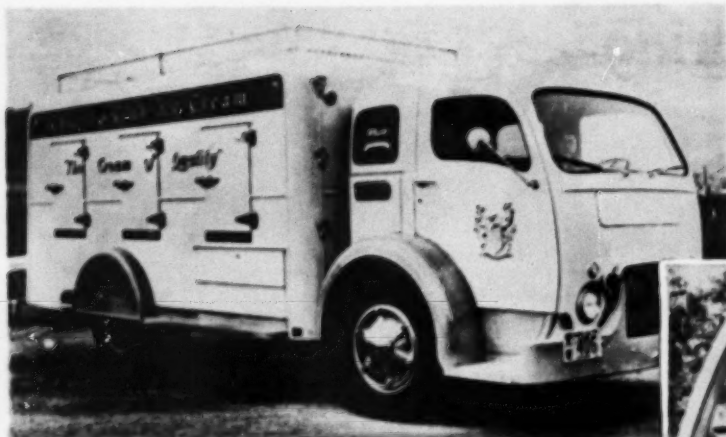
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WORLD'S LARGEST SUPPLIERS OF VANILLIN



COUNTRY CLUB Ice Cream Company's transportation system is smooth-running, as are other phases of the firm's operation. White Motor Company's Super Power 3000 series is used extensively (see left photo) as chassis for Robbins & Burke refrigerated bodies. Roomy, high-visibility cab is a feature of the White chassis (see photo, below).



TRANSPORTATION IS WELL-PLANNED AT COUNTRY CLUB

WHEN a major ice cream manufacturer announces plans for a \$250,000 expansion program, you can be sure that a quality product, efficiently merchandised is largely responsible.

Such is the case with the Country Club Ice Cream Company, Inc., of Paterson, New Jersey, where increased demand for its products and the need for additional "elbow room" to maintain production efficiency has resulted in the decision to construct a modern plant and office quarters in the area adjacent to the firm's present location at 210 Crosby Avenue. This building is expected to be completed by the Fall of this year, according to John F. Knippenberg, President and Secretary of the company.

Investigating further the reasons for Country Club's apparent success, an ICE CREAM FIELD reporter found competency and sound policies to be the dual keynotes. Modern equipment, operated by experienced employees under the adroit supervision of management, helps make this seventeen-year-old firm one of the industry's leaders in the eastern section of the country.

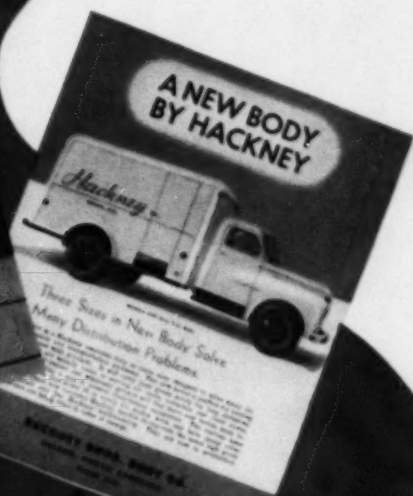
In no phase of this ice cream operation are these features so evident as in the transportation department. A fleet of twenty-five refrigerated trucks is on the road seven days

per week during the busy seasons, carrying the Country Club brand to dealers in northern New Jersey, and the firm's Dairy-Art brand to stops in lower New York State. All of the problems inherent in maintaining a smooth-running transportation and delivery system have been solved with ease by Country Club, and Herbert J. Hillman, Vice President and Treasurer of the organization, was asked to tell of his attitudes and experiences along these lines. Said Mr. Hillman:

"We've found that the so-called 'peddle system' is most advantageous for us with regard to keeping our dealers satisfied. Our trucks are loaded to full-capacity—which is about 1,050 gallons—and the dealer may obtain from the driver-salesman any type of ice cream he wants, and as much of each type that he needs. There's virtually no limitations as to variety, for the trucks carry a complete line of bulk flavors and an extraordinary amount of such novelties as "Popsicles," ice cream on-a-stick, cups, packaged sundaes, sandwiches, and others.

"It rarely happens, but if one of our dealers should run short, we contact the driver whose route he's on, and make arrangements for a delivery. In an extreme emergency,

(Continued on page 74)



HACKNEY'S GOT IT!

When you need a refrigerated or insulated body—Hackney's got it! Pioneers in the building of these specialized bodies, Hackney delivers field tested jobs. You know they'll perform well when put in service on your routes. They're scientifically engineered. They're all-steel, electrically welded on jigs for extra strength. There's a size and style to meet your requirements. Remember, when you need a refrigerated or insulated body . . . HACKNEY'S GOT IT!



Ask For These Folders

Hackney will gladly send you catalog folders on any of its bodies, and any other information you may require. Each folder contains pictures of the bodies, drawings, dimensions, capacities, standard equipment lists and other pertinent information. Folders available now: R-2, REFRIGERATOR BODIES. Complete information on a line of low temperature bodies. I-2, REAR UNIT BODY. Hackney's popular insulated body for wholesale and long-haul delivery. MR-1, MEDIUM TEMPERATURE BODIES. A new series of medium temperature bodies. Just what you need where 30° to 40° temperatures are required for safe delivery of perishable products. Folder to be available shortly: K-3, SINGLE UNIT BODY. A new series of insulated bodies designed for use on short-haul routes and in congested areas.



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Wilson, N. C.

Phone 2141

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he
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American kids
who **DEMAND...**



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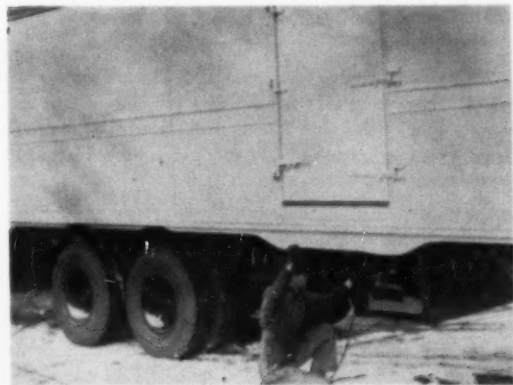
Development of a hydraulically-operated refrigeration system for semi-trailers has been achieved by a leading manufacturer of custom-built bodies. Here's news as to what this new system can mean to those concerned with problems of refrigerated transport.



Mobile Unit Controls Temperatures

NEW possibilities in refrigerated transport are seen with Batavia Body Company's announcement of a hydraulically-operated refrigeration system for semi-trailers which operates from the tractor's own power take-off. What this system will mean to long distance hauling of perishable foods is found in the wholly mobile unit which generates constant, controlled temperatures every minute the truck is in use.

One advantage to this system of hydraulic refrigeration is in the option of locating the compressor unit at any desired point on the trailer. For static or plate type evaporators, the compressor may be installed under the center of the trailer floor or at any other desired position for the best weight distribution. If a blower type evaporator is preferred, the compressor is installed on the outside front of the trailer.



Added safety feature is the system's ability to retain low temperatures from four to six hours after the power is shut off, preserving payloads even in the event of truck breakdown. An auxiliary electric motor allows for stop-over power. Thus the trailer actually becomes a cooling room for as long as need be.

Infrequent Defrostings

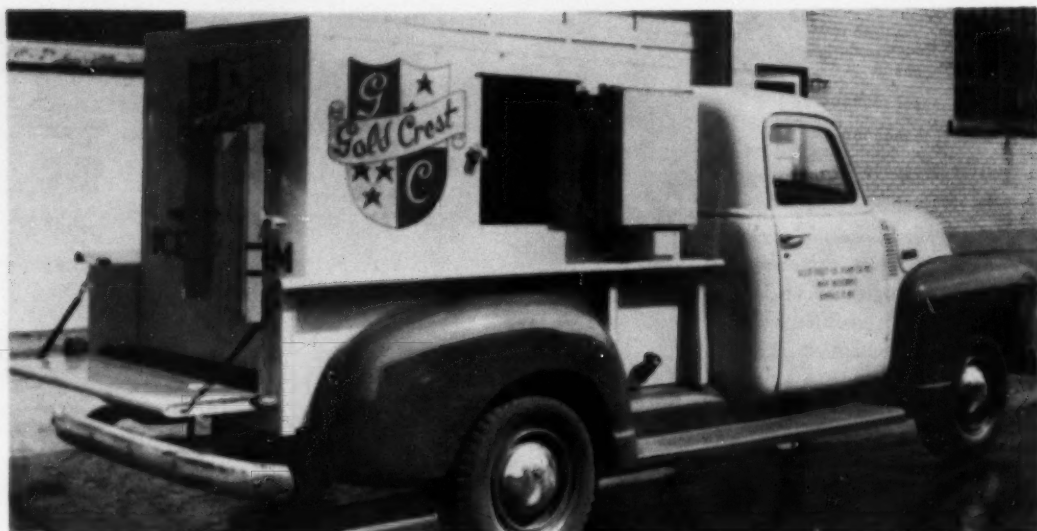
"All that is needed for a branch plant," reports Batavia, "is an office and an electric outlet."

Further advantage is seen in the infrequent defrostings required. Rather than the usual ten-hour defrosting cycle, this system will operate weeks before defrosting is needed, and then it is only a four to six hour operation.

Mechanically, the condensing unit on the trailer and the hydraulic source of power on the tractor are independent of one another for simplified maintenance. Self-sealing hydraulic hoses connecting the two major units may be disconnected for electric plug-in operation of the compressor. (See illustration.)

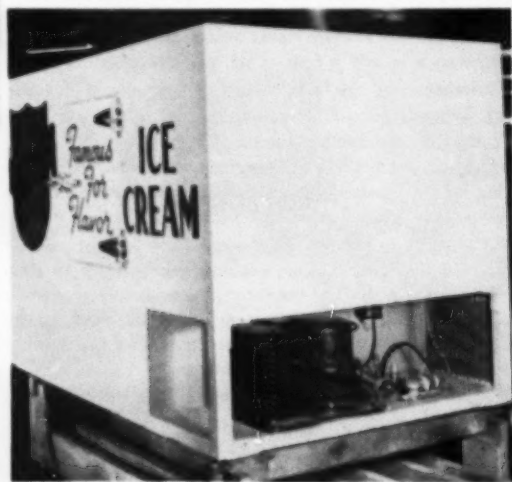
Temperature controls and switches are located just inside the maintenance door, enabling the operator to start refrigeration when the tractor starts, or before if electric plug-in is used. Temperatures go down fast, reaching the determined pre-set level in minutes' time, and maintaining desired temperature for as long as required.

According to officials of the Batavia, Illinois firm, neither tractors nor trailer need be altered for installation of the system. It can be installed on equipment currently in use, or on entirely new equipment.



PORTABLE BODY IS VERSATILE

"MEYER PORTABLE" is the appropriate name given to the unit pictured below which can be used as a mechanically-refrigerated truck body or as a portable refrigerated storage unit or shipper. The mechanical refrigeration unit is the "plug in" type and will operate on an ordinary 110 volt current, according to the manufacturers, the Meyer Body Company Inc., of Buffalo, New York. For a view as to how it appears mounted, see the photograph at the top of this page.



A NEW, portable, mechanically-refrigerated truck body, which can be mounted on any standard pickup truck of $\frac{3}{4}$ ton or more, has been developed by the Meyer Body Company, Inc., of Buffalo, New York. Company President Lawrence F. Meyer said the new body would enable ice cream manufacturers and frozen food packers and distributors to convert an open truck into a refrigerated delivery truck in a few minutes.

150 Gallons of Ice Cream

When not mounted on a truck, the Meyer Portable (as the new body is called) doubles as a portable refrigerated storage unit or shipper. The mechanical refrigeration unit is the "plug in" type and will operate on an ordinary 110 volt current.

Six inches of glass wool insulation at top and bottom and five inches on the sides enable the body to be pulled down to -20° Fahrenheit and hold extremely low temperatures for more than six hours.

The "Portable" has two doors, one on the rear and one on the side which clears the truck fenderboard. Capacity of the body is forty cubic feet or 150 gallons of ice cream.

What factors affect freezing time, whipping time and overrun

Efficiency—so important in so many things—is also important in making ice cream. Remember, freezing the mix is an important step in the manufacture of ice cream. In the ice cream freezer, two things occur:

1. Part of the water in the mix is frozen.
2. Air is incorporated, that is, overrun is obtained.

The mix is partially frozen by contact with the inside surface of the freezer barrel which is refrigerated. This frozen mix is removed as a very thin film by the scraper blades attached to the scraper-dasher assembly. The revolving action of the scraper-dasher assembly tends to aerate the mix and air is incorporated to provide the desired overrun.

Freezing time

It is important to remember that the freezing time is dependent upon such factors as the efficiency of the freezer, the amount of refrigeration available and the composition of the mix.

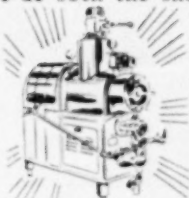
Stabilizers (like Swift's Gelox) slightly reduce total freezing time

The action of the stabilizer in reducing the freezing time is not fully understood; however, it is an accepted fact in the ice cream industry. This speed-up in freezing time has two obvious advantages:

1. Economy—mix in freezer less time.
2. Quality—ice cream has smoother texture.

Whipping time and overrun

The type of freezer used has a great deal to do with the whipping time.



1. Overrun is produced relatively slowly in batch freezers. Mono and diglycerides will help get the desired overrun more quickly and, therefore, are of great value.
2. In continuous freezers, overrun is obtained more quickly.

The stabilizer is an important factor affecting both whipping time and the maximum amount of overrun obtainable.

When frozen in batch freezers, ice cream mixed containing stabilizers (such as Swift's Gelox) which include mono and diglycerides, can be:

1. Whipped to a higher overrun.
2. Whipped to the desired overrun in shorter time.

The saving in whipping time frequently amounts to as much as 25%.

Swift could, of course, easily produce ice cream stabilizers that would whip faster than our present types by changing the ratio of ingredients. However, such a change would disrupt the balance of our stabilizer. The stabilizers are so balanced as to reduce the time required in the freezer to a minimum consistent with the production of the highest quality ice cream from the standpoint of body and texture.

Gelox

Swift & Company's Gelox is a balanced stabilizer for ice cream. It speeds up both whipping and freezing time. Smaller air cells are noted in the frozen ice cream structure when Gelox is used. This lends to a uniformly small crystal formation which results in a desirably smooth texture. When Gelox is used, freezer temperatures may be reduced 1 to 1.5°F. in both batch and continuous freezers. Lower drawing temperatures result in a drier ice cream with better textures.



These are a few reasons why hundreds of ice cream manufacturers prefer Gelox. They say it gives their ice cream a distinctive, strong body and an extra smooth texture. Gelox mixes require no aging—result in a low viscosity for maximum ease of handling and economy of processing.

Order a trial shipment at the quantity price for test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-o-teen Ice Cream and Sherbet
Stabilizers and Velvatex food gelatin

★ ★ Kelvinator ★ ★ ★ SALUTES ★ June Dairy Month

*on Network TV Show
"Homemakers' Exchange"*



Louise Leslie, home economist star of the popular TV show, "Homemakers' Exchange," is shown as she assembles dairy products, preparatory to starring them on the show during June Dairy Month.

Kelvinator, original sponsor of the Harvey and Howe production, "Homemakers' Exchange," seen over the CBS network five days a week from 4:00 to 4:30 P.M., E.D.S.T., will pay tribute to the dairy industry on its part of the program during the month of June.

Kelvinator is proud to honor one of America's greatest basic food industries—for wider use of electric refrigeration and of dairy products have grown together through the years.

This is particularly true of a specifically American Dairy product—the nutritious, delicious favorite—ice cream. As one of the oldest makers of low-temperature cabinets for the ice cream industry, Kelvinator has participated in popularizing this great national food. We are glad to have the opportunity of recommending its further use!

More power to dairy products . . . more power to ice cream . . . in June . . . and always!

Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

Kelvinator THE BEST-KNOWN NAME ON
MODERN ICE CREAM CABINETS

NEW "DOUGH" FOR BAKERY

topic of the month

THE Bon Ton Bakery organization in Fort Wayne, Indiana has established a sizable patronage among local citizens for its pastries and fine cakes. Recently, this forward-looking organization came to the conclusion that many of the people who order baked goods for home delivery would welcome the opportunity to purchase ice cream at the spur of the moment, and arranged for the installation on its delivery trucks of facilities to store the dairy product.

The results were gratifying to both the baking firm and to the Clover Leaf Creameries, suppliers of the Sealtest brand of ice cream. An important new outlet for ice cream sales had been discovered and put to full use.

Storage facilities on each Bon Ton delivery wagon include cabinets designed and manufactured by Kari-Kold Company, Grand Rapids, Michigan. When the truck comes in at night, the driver plugs the Kari-Kold unit into a 110-volt socket in the garage. In a few hours the temperature in the cabinet is down to twenty degrees below zero and runs on an on-and-off cycle until morning.

Under this system, the cabinet is made ready for the day on the route, and is able to keep the ice cream products cold and salable despite the fact that in the course of a single day, the lid is raised countless times. At the end of a day's run, the temperature will still be five degrees below zero.

These cabinets have a special thirty-hour holdover feature, which allows for a driver's possible absent-mindedness. If the driver forgets to plug in the unit at night, the truck will go out the next day and come back at night with the

temperature maintained at a temperature low enough to preserve the ice cream's hardened condition.

Kari-Kold cabinets have stainless steel tops with raised bead around the edges which holds carrying cases while drivers are making up orders. The entire top lifts up, enabling easy access to all flavors stored within. The cabinets are manufactured in a variety of sizes and are adaptable to almost all makes of trucks.

The success enjoyed by such dairy firms as Maplehurst Farms of Indianapolis, Indiana verifies the accuracy of a recent survey which indicated that sixty-two per cent of the families on milk routes prefer buying ice cream from their delivery men, mainly because of the inherent convenience. To cash in on this consumer demand, Maplehurst has been using Kari-Kold cabinets to dispense ice cream from milk delivery vehicles.

Maplehurst executives point out that an advantage of this method of delivery is to be found in the building of poise on the part of the drivers—they must come face to face with their customers, and they develop greater confidence and improved sales techniques in dealings with all their customers. This—in the long run—means greater profits for both the driver and the company.

Illustrations of the Kari-Kold cabinet at work for the Bon Ton Baking organization appear at the bottom of this page. In the photograph at the left is a view of the cabinet as placed in the delivery wagon. Note the Sealtest point-of-purchase material affixed to the unit. In the center photograph, a Bon Ton driver reaches into the cabinet to select a pint of ice cream for a customer. At the right, the driver poses in front of his delivery vehicle.





Dry-Ice: An Appraisal

WHEN the Dry-Ice industry began, it was the acceptance of this new refrigerant by the ice cream manufacturers that contributed in large measure to establishing the industry on a firm commercial basis.

Until the advent of Dry-Ice, water ice and salt were used, a method that was cumbersome, expensive and slow. Wholesale deliveries to dealers were handicapped by heavy trucks with valuable space devoted to the refrigerant rather

than to the product. Brine corrosion often ruined a truck chassis in as little as two years.

Ice cream manufacturers took to Dry-Ice with enthusiasm and a veritable volcano of business erupted that helped turn Dry-Ice from a laboratory plaything to a nationwide business within a few years.

The Picture Today

Today, the picture shapes up something like this: in the case of single, seasonally operated trucks, Dry-Ice offers a solution to the operator of a small fleet who can't economically maintain his own mechanical refrigeration service and maintenance department.

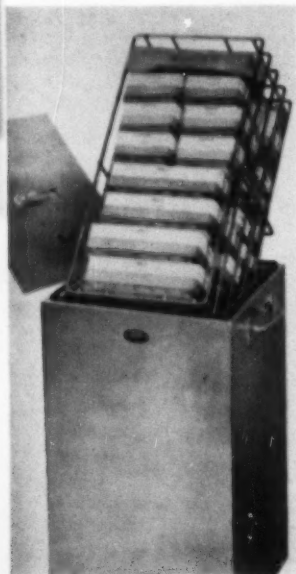
When you reach large fleet operation, mechanical refrigeration becomes feasible and is used to a large degree. Even here, however, Dry-Ice is almost invariably used in conjunction with mechanical units in the capacity of a "booster."

New Use for Dry-Ice

A recent example of increased use of Dry-Ice developed when dairies began to enter the ice cream field by selling it over their milk truck routes.

Using these well-established routes and cashing in on an established local reputation, many dairies are finding ice cream an attractive supplement to their regular line of milk and milk products. From a consumer point of view, what

(Continued on page 75)

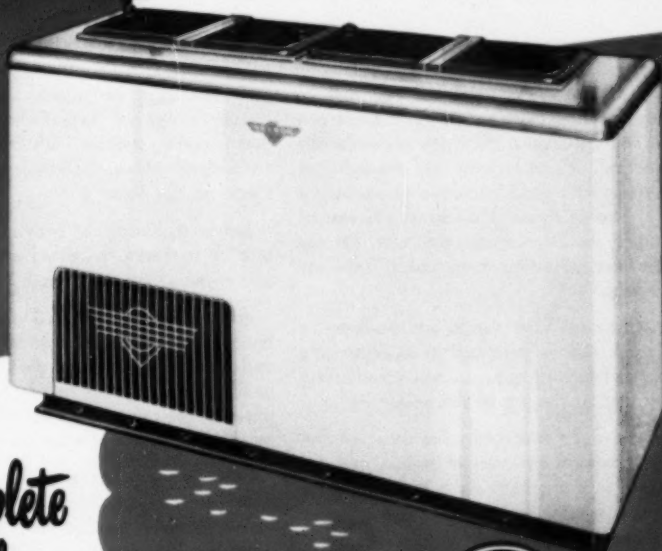


MILK COMPANIES desirous of adding ice cream to their delivery routes will find the metal model of the Town Container (see adjacent photograph) handy for storing the frozen product on delivery vehicles. Manufactured by the Town Equipment Company of Indianapolis, Indiana, the container holds forty-eight pints of ice cream, and will keep the ice cream hard over a ten-hour period with 2½ to five pounds of dry ice. The container is insulated with heavy cork board. Its dimensions are 14" by 14" by 27". It comes with either a hinged or lift-off type lid.

Logical choice



ASK
FOR
complete
catalog



IP RUDENT BUYERS, before investing in any equipment, carefully check every factor upon which continuous satisfactory performance depends. The second step is often the seeking of recommendations from others who have used the equipment for a reasonable number of years. Only then can a decision be wisely made.

The selection of ice cream cabinets should be made no less carefully because your profit and the good will of all your customers rests largely upon the equipment you provide.

That is why we urge you to thoroughly investigate the reputation of NELSON ICE CREAM CABINETS *before* you buy any equipment. Check them for engineering, materials, workmanship, service reliability, operating cost and maintenance expense. Consider also NELSON's unmatched know-how and experience — *plus* an unbroken world-wide record for integrity.

If you select your ice cream cabinets by critical comparison — on the basis of dependable performance and honest value — your *Logical Choice* can only be NELSON — acknowledged leader of the industry for more than 53 years.



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DELIVERING DRY-ICE

ANY authority on the subject will tell you that to achieve the maximum efficiency in the construction of Dry-Ice delivery trucks, there are many factors that must be considered. These include: (1) the lightness of the body in keeping with good insulation values over a period of years, (2) ease of repair of the body, (3) ease of loading and unloading the Dry-Ice into the body, (4) the construction of the rear unloading door, and (5) the appearance of the vehicle.

The Mathieson Chemical Corporation has developed a Dry-Ice delivery truck that is described as incorporating the latest conceptions of construction, insulation, and safety devices. It is illustrated at the top of this page.

These units are said to be noteworthy for their achievement in minimizing evaporation losses in transit, and for enabling greater ease in operating. As a result of these developments, the user of this equipment is able to enjoy lower costs in this phase of operation.

For lightness, Mathieson has chosen a type of van body built of aluminum body sheets, with steel internal ribs. An advantage of this vehicle is that replacement of these aluminum sheets, if torn or otherwise damaged, can be achieved with ease, the manufacturer reports.

This body is mounted on a suitable chassis, heavy enough to carry the completed body and Dry-Ice payload without overloading. To reduce the overall height of the unit,

"wheelhousings" or "wheelwells" are utilized. The finished interior design of these "wheelwells" must be such that they do not interfere with the loading pattern. On the truck shown above, the wheelwells take the place of sixteen blocks on the floor.

Before mounting the body shell, all floor woodwork and interior steelwork is primed and waterproofed, to prevent and minimize rot and rust.

After mounting the shell on the chassis, two three-inch layers of special insulation are installed, breaking joints and stepping the layers at the corners. Careful attention is paid to this operation because it has been found that this phase of the construction process is responsible for savings resulting from the elimination of evaporation losses.

Over the insulation, to protect it from abrasion or blows, is laid plywood on the walls, and thin tongue-and-groove lumber is placed on the floor. This wood is again waterproofed. The interior of the finished body is lined with galvanized iron sheet metal, lock-seamed, screwed and soldered. Floor seams are so constructed that they run lengthwise in the body. This is to prevent the loading and unloading operations from pulling them open.

The Mathieson Chemical Corporation recently opened a new Philadelphia warehouse, the seventeenth in the company's chain of dry ice distribution points stretching from New York to New Orleans.

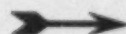
**Timely Tips On
Street Vending
and Dry-Ice Use**

Progress Parade

California

"For Goodness Sake"

turn this leaf



ICE CREAM FIELD, June 1950

35

This speeds up the cutting operation considerably as it eliminates the possibility of pulling the blade off on the return movement of the table.

(More "Tips" On Next Page)

tary of state in Albany on April 28 for the Penguin Ice Cream Company. Directors are Jacob H. Weinstock, Dolores E. Hutchison, and Selma Kessler, whose address is 152 West 42 Street in New York City.

ICE CREAM FIELD, June 1950

37



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NEWLY WEDS BAKING CO.
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G-O-O-D!

BANANA Ice Cream

This body is mounted on a suitable chassis, heavy enough to carry the completed body and Dry-Ice payload without overloading. To reduce the overall height of the unit,

new Philadelphia warehouse, the seventeenth in the company's chain of dry ice distribution points stretching from New York to New Orleans.

**Timely Tips On
Street Vending
and Dry-Ice Use**

Progress Parade

California

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Hearst, Inc. 1950



ream 'n Cake Roll

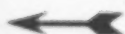
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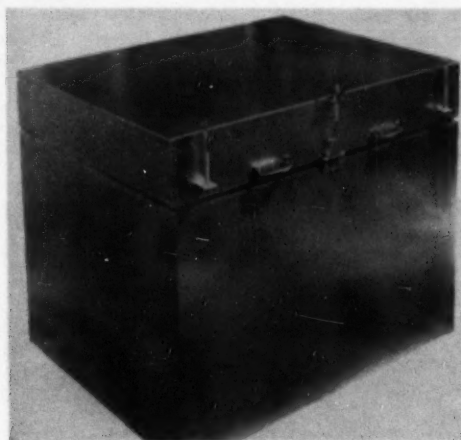
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Timely Tips On Street Vending and Dry-Ice Use

topic of the month

A Dry-Ice box capable of storing twelve cakes of dry ice has been developed by the Meyer Body Company of Buffalo, New York. The box has nine inches of insulation throughout, and is equipped with low temperature rubber insulation gasket ($\frac{1}{2}$ " by 4").



The Meyer box, illustrated here, also has a positive compression lock, hinged cover, brackets for counterweights, and is lined inside with galvanized iron and outside with sheet steel. It is painted aluminum.

* * * *

Jones Superior Machine Company of Chicago has introduced a Dry-Ice band saw for cutting the refrigerant into desired sizes. The firm's Number 30 machine is designed for use in those plants where a considerable amount of Dry-Ice is cut each day. It is equipped with wheels 30" in diameter and is powered with a three-horse-power motor.

As a standard accessory to this and other Superior models is an automatic table with which both pieces of ice are automatically separated about one-half inch just as soon as the cut is completed. This speeds up the cutting operation considerably as it eliminates the possibility of pulling the blade off on the return movement of the table.

(More "Tips" On Next Page)

Progress Parade

California

Golden State has purchased the Creamery Services Company of Santa Cruz, according to a recent announcement by Mr. and Mrs. W. Clair Cavanaugh, former owners. Mr. Cavanaugh remains as manager.

* * * *

Tony and Frances Sino, Torrance owners of the Leader Ice Cream Company, have sold their business to Ivan P. Wheaton of Long Beach.

* * * *

The Blue Bird Creamery at Yuba City was burned out early last month and is now operating out of the Home Dairy at Marysville. Owners are Clint Gorham and Bob Bartlett.

* * * *

New York

Dean Milk Company has announced that it will construct a milk and ice cream distribution plant in Franklin Park. The plant will take up an acre of 80,000 square feet and will house eighty trucks.

* * * *

The Dari-Delite ice cream chain has opened two new outlets in Joliet. Locations are 922 N. Broadway and 703 Jackson. W. E. Smythe and John Rossi are the respective proprietors.

* * * *

The New Illini Dairy Bar opened for business in Marseilles on May 20. A complete line of ice cream products is featured.

* * * *

Kansas

Beatrice Foods Company of Wichita has just completed remodeling and improving its ice cream plant in Wichita.

Decoursey Creamery Company of Wichita is nearing the completion of an addition to their plant.

* * * *

Illinois

Articles of incorporation were filed with the office of the secretary of state in Albany on April 28 for the Penguin Ice Cream Company. Directors are Jacob H. Weinstock, Dolores E. Hutchison, and Selma Kessler, whose address is 152 West 42 Street in New York City.



MIRROR, MIRROR
ON THE WALL
WHOSE VANILLA'S
BEST OF ALL?

NORTHVILLE VANILLAS, OF COURSE!

Vanilla ice cream is your best seller. Sell more vanilla ice cream and your profits rise immediately.

So hold a mirror to your product. Does it reflect the flavor, the appeal that you need in today's competitive market? It is to your best interests to please your public. Why not, therefore, talk to us about specially tailored flavors, pure concentrates or compounds, delicate true flavors or perhaps a stronger vanilla fortified with vanillin?

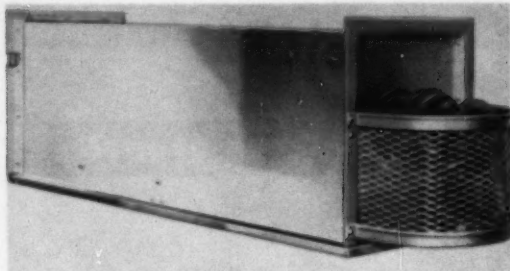
FROM ANY ANGLE . . .

Northville

NORTHVILLE
LABORATORIES, INC.
Northville, Michigan

VANILLA

DESIGNED PARTICULARLY FOR refrigerating door-to-door delivery trucks carrying both frozen and non-frozen loads is the "Super Cold Shot Bunker," a product of Foster-Built Bunkers, Inc., of Chicago. The new development features a dual air-flow design that forces the air into contact with the Dry-Ice twice for extra refrigeration before circulating the cold air throughout the truck body.



As illustrated above, the unit is available with capacities for carrying two and four fifty-pound blocks of Dry-Ice, according to the manufacturer.

* * * *

Zuschlag Brothers Dairy of Greenville, Pennsylvania is currently making extensive use of Can Pro Containers, insulated carrying receptacles designed for shipments of comparatively small shipments of ice cream.

Manufactured by Canvas Products Corporation, Fond du Lac, Wisconsin, the Can Pro container is shown in the accompanying photograph as used in the Zuschlag Brothers' retail store in Greenville.

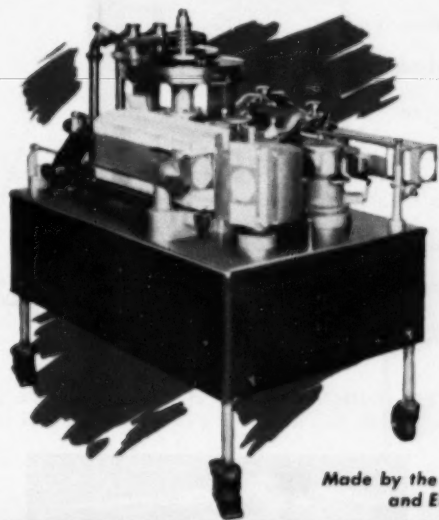


* * * *

STYROFOAM INSULATION IS a feature of the ice cream vending tricycle pictured here and manufactured by the Weeksman Trading Corporation of Brooklyn, New York. Result? A twenty per cent lighter unit, according to the manufacturer.

(See top of page 40)

IT'S TIME FOR -THE NEW Pure-Pak "JUNIOR" AUTOMATIC Ice Cream Packaging Machine



- Automatically forms, fills and closes No. 2 linerless pint
- Also available for No. 2 linerless quart, or ice tray package
- Packages 1, 2, or 3 separate flavors interchangeably in any of the 3 types of packages

From 20 to 60 automatically-filled ice cream packages can be produced per minute by the new Pure-Pak "JUNIOR" automatic ice cream packaging machine. Compact, portable and easily attached to the feeder lines—precision-built by Ex-Cell-O—the new Pure-Pak "JUNIOR" points the way for efficient and economical ice cream packaging. Write today for new specification sheet to guide installation in your plant.

Made by the manufacturers of Pure-Pak Milk-Packaging machines and Electro-Pure Ali-Electric, Short-Time Pasteurizers.

Mail TODAY →
Pure-Pak Division
EX-CELL-O CORPORATION
DETROIT 32, MICH.

Pure-Pak Division—Ex-Cell-O Corporation . . . Detroit 32, Mich.

PLEASE SEND COMPLETE INFORMATION ON:

- ☐ Pure-Pak "Junior" Automatic Ice Cream Packaging Machine
☐ Pure-Pak Semi-Automatic Ice Cream Packaging Machine
☐ "Senior" High-speed Fully-Automatic Ice Cream Packaging Machine (up to 85 units per min.)

NAME _____

CITY _____

ZONE _____

STATE _____

ICF _____

RIPPLE **ICE CREAMS**



**SUMMER
FEATURE
FRUIT
RIPPLES**

"WAVE" and
"RIPPLE" reg-
istered trade-
marks—
Sulch Flower Co.

MONTHLY SPECIALS BOOST ICE CREAM SALES

Yes . . . hundreds of manufacturers everywhere are running 'Fudge Ripple' as a basic flavor for year-around sales and featuring different monthly specials to boost their sales. Choose from 7 taste-appealing flavors: Strawberry, Cherry, Black-Raspberry, Orange-Pineapple, Marshmallow, Butterscotch & Fudge. Ready-To-Use Ripple Sauces — simple to use — cool & pump into ice cream as it leaves the freezer.

FREE ADVERTISING—Your name imprinted. Send for prices and information on Ripple Equipment . . . all kinds for all types of manufacture, and ask for any technical production advice you may need from our laboratory.

BALCH FLAVOR COMPANY
Adams at Fulton • PITTSBURGH 12, PA.



Overall size of the tricycle is 22" long, 39" wide, and 41" high. Its capacity is forty-five dozen ice cream items. It comes with chrome-plated handlebar, bumper, rims, lock and hinges.

• • • •

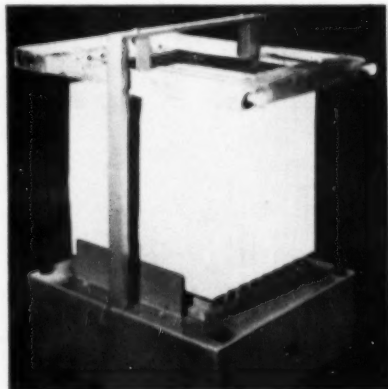
New England Vending Equipment Company of Webster, Massachusetts has developed a wooden ice cream vending box, now being used in parks, baseball fields, race tracks and similar places, and also by salesmen at sample cases, and by retail stores to pack party orders of two to three gallons of ice cream.



Illustrated above, the box has $\frac{1}{2}$ -inch insulation, and its size is 18 by 16½ by 9½ inches. Its weight is 11½ pounds and it has a capacity of ten to fifteen dozen novelties.

• • • •

TEN UNIFORM SLABS of Dry-Ice will be the result when the Jiffy Electric Dry-Icer goes to work on a block of the



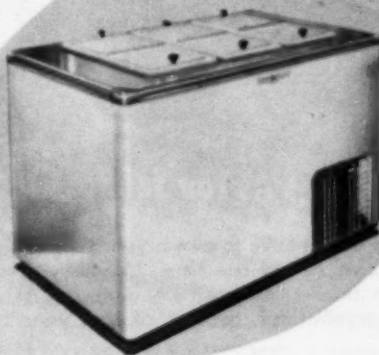
here's how to cut costs

Save money two ways!

Every Anheuser-Busch cabinet will help you cut costs by (1) providing more useable volume per dollar invested and (2) assure longer life, less maintenance and better performance through carefully engineered top-quality construction.

The 6-hole standard self-contained model shown is only 51 $\frac{1}{8}$ " long, 29 $\frac{3}{4}$ " wide and 33" high; yet has a useable volume of 11.0 cu. ft. It is ruggedly built, economical to maintain, easy to service—truly a great performer.

Write, wire or phone us for further specifications and prices.



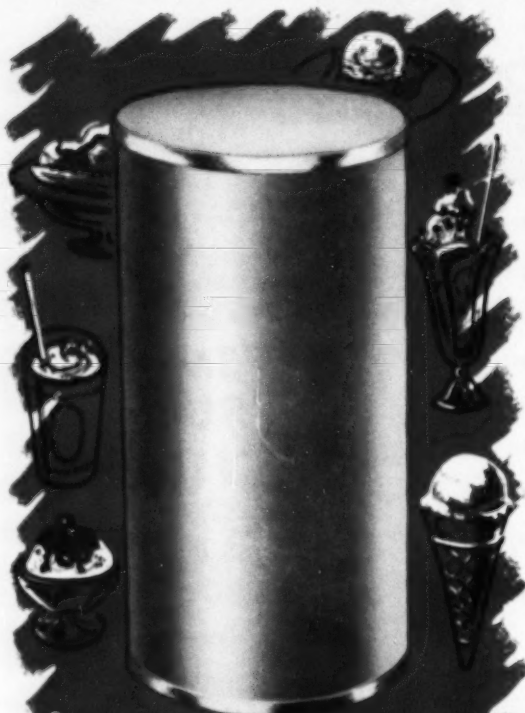
ANHEUSER-BUSCH, INC.



Refrigerated Cabinet Division . . . St. Louis, Mo

MORRIS Paper Cans

ECONOMICAL! ATTRACTIVE! SANITARY!



Buy Cans As You Sell Ice Cream

You do not have to own a year's supply of cans at any one time. 25% of your can requirements will be delivered in each calendar quarter of the year.

• MANUFACTURED AND DISTRIBUTED BY

MORRIS PAPER MILLS

135 SOUTH LA SALLE ST., CHICAGO 3, ILL.

NATIONAL FOLDING BOX CO.

NEW HAVEN, CONNECTICUT

Also Distributed by

CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO.

Branches in Principal Cities

refrigerant, according to the manufacturer. The combination slabber, cuber and storage cabinet will perform this job in twelve minutes. These slabs can then be cubed in twenty uniform pieces by means of the cubing element.

A product of the Jiffy Manufacturing Company of Hillside, New Jersey, the unit has a storage capacity of 2½ blocks of dry ice. A pilot light indicates when the apparatus is "on," and an automatic switch turns it off.

• • • • •

The Model "E" Acorn Jr. Cart Vendor is pictured below. Of all steel construction, it is insulated with fiberglass for economical dry ice refrigeration. Its capacity is approximately 400 ice cream bars.



Outside measurements of the unit are 22" by 18" by 28". It is finished in white baked enamel, and comes with solid tire, ball bearing wheels for easy pushing. Strong hinges and locks are included.

• • • • •

SELLING ICE CREAM in recreation areas is facilitated by the use of shoulder boxes manufactured by Dodds Supply Company, Inc. of Buffalo, New York. The container is described as "light in weight and rigid in construction." It is manufactured from heavy gauge pure aluminum sheets, insulated throughout with ½" of celotex. All corners are welded for greater strength.



When used with dry ice, the box (pictured above) will hold ice cream from four to six hours with one packing. Twin covers are hinged at the center for speed in dispensing the ice cream.

A "BIG 3" Says it's a
BIG 4th
OR BETTER!



Fenn's
GROUND

Butter Brickle*

CANDY ICE CREAM FLAVORING

GREAT GALLONAGE and PROFIT BUILDER

MAKE 30 GAL. TRIAL RUN AT OUR RISK!

As three leading Ice Cream manufacturers tell you, BUTTER BRICKLE® Candy Ice Cream Flavoring is no "Flash-in-the-pan"—no "in-and-out"—it's right up there with the three big flavor leaders month after month, year after year! That's the story wherever BUTTER BRICKLE® has been given

a fair trial—not just as a month's special, but as a year 'round standard flavor. Our files are full of Ice Cream manufacturers' letters that say so—like those above!

So confident are we that you, too, will find BUTTER BRICKLE® Candy Ice Cream Flavoring a big volume builder and all-year, standard flavor money maker that we invite you to make a 30-gallon Ice Cream test run at our risk. Simply fill and mail the coupon below for a 10-pound trial can of BUTTER BRICKLE® Candy Ice Cream Flavoring. Make a 30-gallon trial run—enough to test acceptance in your market. If not entirely assured that this flavor can become a profit builder for you, write us to that effect and the \$5.30 you have paid for BUTTER BRICKLE® will be quickly and cheerfully refunded. Fill and mail the coupon NOW!

**"MADE BY ICE CREAM MAKERS
FOR ICE CREAM MAKERS"**

*BUTTER BRICKLE is the exclusive Trade Mark of Fenn Bros., Inc. ®



**MAIL COUPON
FOR 10 LBS.—
ENOUGH FOR
30 GALLON
TRIAL RUN**

1 "Our records show that in the Omaha market and in the State of Nebraska, BUTTER BRICKLE® is the fourth largest seller we have."
—Fairmont Foods Company,
Omaha, Neb.
O. Vergil Rector, Vice-President

2 "For the past several years BUTTER BRICKLE® has been a regular number . . . and during February, May and October has ranked third in all the flavors manufactured by us."
—Potter Ice Cream Co.,
Waterloo, Iowa
L. T. Potter

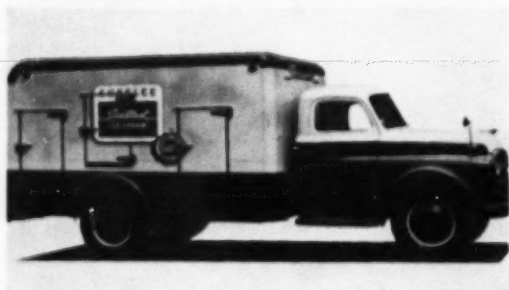
3 "A recent check of our sales shows that this popular flavor (BUTTER BRICKLE®) has not been below fourth place during the past six years."
—Kemps Ice Cream Co.,
Minneapolis, Minn.
David C. Ramsay

FENN BROS., INC., Sioux Falls, South Dakota
Please ship one 10-pound can of FENN'S Ground BUTTER BRICKLE® Candy Ice Cream Flavoring on money back guarantee. Price \$3.00 per pound, F.O.B. Sioux Falls, S.D.

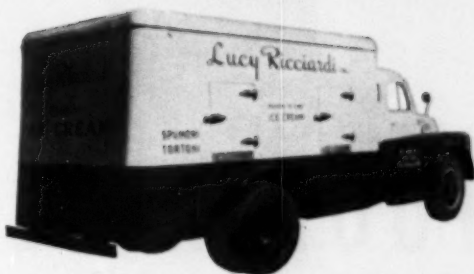
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
BY _____ Title _____

NOTE: Regular 27-pound cans of BUTTER BRICKLE sell for 48¢ per pound, F.O.B. Sioux Falls. On orders for 4 cans (108 lbs.) or more, freight will be prepaid to any point in the U. S.

SATISFACTION...OR MONEY BACK C-6

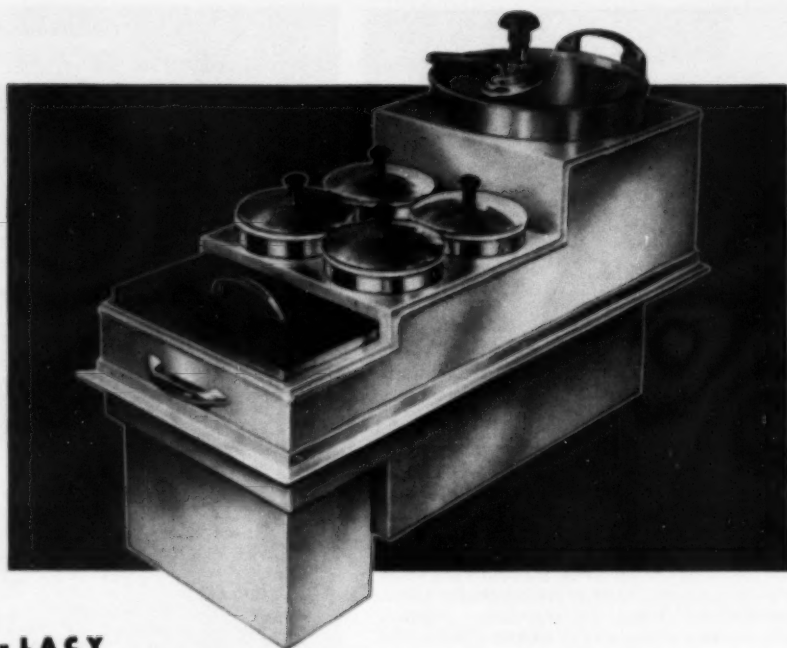


CURRENT TRENDS in refrigerated truck bodies are illustrated here. On this page, beginning at the top and reading counter-clockwise, are: A 900-gallon capacity body manufactured by HACKNEY BROS. BODY COMPANY of Wilson, North Carolina. This firm believes that the trend is to larger bodies. ... A vending truck designed by ROBBINS & BURKE or Cambridge, Massachusetts is seen at the top, left corner of this page. Its capacity is forty-four cubic feet and it holds 180 gallons. ... Below is an all-aluminum body manufactured by BARRY & BAILY COMPANY, Philadelphia. Its capacity is 1320 gallons, and the body is built on outriggers to reduce height and to bring the loading level close to the pavement. ... Continuing, the next photograph shows an 840-gallon capacity refrigerated body manufactured for the Keystone Ice Cream Company of Clearfield, Pennsylvania by the FORTNEY BODY COMPANY of Cleveland, Ohio. Hold-over plates are standard equipment on this model and the compressor is mounted in the left side skirting. ... In the lower, left corner is an ice cream body manufactured by the HERMAN BODY COMPANY of St. Louis. It has a capacity of 225 gallons, and is said to be easy for drivers to work with, thereby speeding up the delivery operation. ... The all-steel body pictured in the lower, right corner was manufactured by MURPHY BODY WORKS of Wilson, North Carolina. It was custom-built for the Crume Ice Cream Company of Kokomo, Indiana. Its capacity is 1070 gallons of ice cream.



TRANSPORTATION PARADE continues on this page, in clockwise order. At the top, left is a refrigerated body manufactured by REFRIGERATOR TRUCK BODY, INC. of No. Woburn, Massachusetts. This firm turns out such units with capacities of 180, 225, 315, 600, 840, and 1000 gallons. ... In the upper right corner is an ice cream delivery vehicle used by the makers of Pierre French ice cream. It was provided by AMERIO REFRIGERATING EQUIPMENT COMPANY, INC. of Union City, New Jersey. ... Below is pictured a vending body manufactured by MORRIS SOFFE & SON of Philadelphia. This firm has been turning out such units for fifty-eight years. ... Continuing, the next photograph shows a refrigerated truck body supplied by the FRANKLIN BODY & EQUIPMENT CORPORATION of Brooklyn, New York to Lucy Ricciardi, Inc., manufacturers of French ice cream. Franklin is currently experimenting with lightweight high tensile steels and aluminum in its quest to build high-capacity, low weight bodies. ... Below is a refrigerated truck body used by the Richman Ice Cream Company of Sharpstown, New Jersey. The unit was manufactured by KEYSTONE WAGON WORKS, INC. of Philadelphia, and features all-aluminum construction and self-contained refrigeration system. ... In the lower right corner is pictured part of the fleet of seven refrigerated bodies purchased this year by the Land O'Lakes Creameries, Inc. of Minneapolis from AMERICAN BODY AND TRAILER, INC. of Oklahoma City, Oklahoma. These are samples of the truck firm's "Kold-King" ice cream bodies. ... The bottom, left photograph shows an 880-gallon capacity ice cream body manufactured by the SCHNABEL COMPANY of Pittsburgh, Pennsylvania. This unit has a 3" rubrail at the roof which serves as a drip moulding in wet weather.





HELMCO-LACY

FOUNTAINETTE

your best bulk salesman!

By helping your retail outlets sell more bulk ice cream—you will do a bigger volume!

Ice cream manufacturers who merchandise with the Helmco-Lacy Fountainette are proving this by reporting tremendously increased ice cream sales to former "dry stop" accounts.

It stands to reason—a Helmco-Lacy Fountainette will turn any low gallonage stop—candy store, drive-in or refreshment stand—into a fountain of profitable sales. It's been proved a great volume builder by ice cream manufacturer from coast to coast.

At only \$99.50 retail, the H-L Fountainette which turns every standard freezer cabinet into a syrup and flavor dispensing fountain, is your best merchandising aid... and it pays for itself out of increased volume.

Make this coming season the greatest yet for ice cream profit—do what ice cream manufacturers all over the country are doing—merchandise with the H-L Fountainette—write now for details and your cost.

Now celebrating 25 years of service to the fountain industry.



DOUBLE WARMERS



HOT CUPS



FUDGE WARMERS

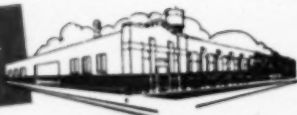


SERVICE STATION

1215 Fullerton Ave., Chicago 14, Ill.

Eastern Sales Office: 122 E. 23rd St., New York 10, N. Y.
Western Sales Office: 930 S. Flower St., Los Angeles 15, Cal.

Helmco-Lacy



SELLING

SEMINAR



DEALERS LIKE OUR PROGRAM FOR PROFITS

BY P. S. PATTERSON

*Merchandising Manager
Rieck-McJunkin Dairy Company*

OUR experience with an intensive dealer merchandising program during the summer of 1949 proved that we increased ice cream sales in almost every store where this program was installed. These increases were made in the face of a general decline in ice cream sales in the market.

The biggest shortcoming of our 1949 program was the physical limitations of our salesmen. Each salesman had 100 or more accounts to cover and the average salesman only set up about ten or fifteen accounts on the merchandising program during the season and many of these only had the advantage of one or two months' promotion.

The 1949 program started off with a dealer circular which was tailored to fit each dealer's individual ideas and desires. This was followed with a series of signs and streamers, many of which had to be made to order.

Inspired by the success achieved by those dealers who took advantage of this last year, we decided to design a program for 1950 that would be almost automatic—one that would take less of the salesman's time so that he could get a higher percentage of his dealers on the program. In this way he could get them all started at the beginning of the season instead of in August or September as happened last year.

The major obstacle to be overcome in making this program automatic was the question of store circulars for distribution in the dealer's neighborhood. A solution to this problem was suggested by Ed Heister, local representative for Hearst Advertising Service. He came up with a proposal that if we would take a page ad in the Pictorial

Review section of the Sunday Pittsburgh Sun-Telegraph, he could arrange to get four-page tabloid size circulars printed with the dealer's name imprinted and at a very low price.

He even had a dummy made up showing how the circular could be made like a newspaper carrying news about baseball and the Pittsburgh Pirates for distribution the week that the baseball season opened.

This was right down our alley as the broadcast of the Pittsburgh Pirate baseball games has been our summer season advertising medium since 1948.

We took this idea and put it in the works at once to make up dummies which could be shown to our dealers, so that we could get their orders for the circulars at once. We also made up a complete sales presentation which could

(Continued on page 76)



EXTENSIVE DISPLAYS are utilized on store exterior by a Rieck-McJunkin dealer to attract attention to the special prices prevailing on Sealtest ice cream. Copies of a special newspaper-like publication, combining stories about the Pittsburgh Pirates Baseball Club and Rieck-McJunkin ice cream advertisements, are included in the display.



An important advertisement for the quality of Chamberlin ice cream is this Batavia-built refrigerated body. And its beauty is more than skin deep, for it combines maximum payload with precise mechanical refrigeration that assures precise control of quality.

A BODY'S A "BILLBOARD" .. MAKE IT SELL!

The man who letters your name on that new delivery body is writing an *advertisement* — your advertisement. Yes, you buy a billboard, too, when you buy that new delivery unit — a billboard that must sell *quality* day after day to the same people. To *sell* quality a body must *reflect* quality in its styling, in its appointments, in its workmanship. And that quality must be apparent through years of daily service.

A Body Is Many Things

You buy a *package*, too, when you buy that new body — a package that must *advertise* what it protects and *protect* what it advertises. Quality

control doesn't end until the product is delivered. Employee-relations? You buy that, too, because a beautiful delivery body means a prouder, neater route man. He'll sell more merchandise and sell it better. You also invest in a *public-relations* tool, the finest available, when you buy a beautiful delivery body. People who may never see your plant will form a favorable opinion from the appearance of your delivery body.

Most Important Purchase

Every dollar invested in extra quality in a delivery body draws interest in a dozen ways — in lower maintenance, higher product quality, better

route men, easier sales, better retailer- and public-relations, smarter packaging, longer body life. But whether you judge a body as a package, a billboard or whatever, you'll find that your body dollar buys more of these things when it buys a beautiful Batavia Refrigerated Body.

NEW FREE BOOKLET



"Profit Pointers," new, free booklet by Batavia Body Company, Batavia, Illinois, is interesting, informative. Copies are available on request.



Skilled lettering man puts finishing touches on a new body in the Batavia Body Company plant.



Recognition that the delivery body, too, is a "package" is part of today's modern merchandising.



WRITE for FREE, Informative Booklet: "PROFIT POINTERS"

BATAVIA BODY CO.

BATAVIA, ILLINOIS

DIABETIC ICE CREAM Sold Here

OVER the years in trade circles, the possibility of preparing frozen desserts for consumers chained to restricted diets has often been discussed. It was well known that a substantial percentage of the population could not eat ice cream or sherbet because of low sugar intake diets or carbohydrate-restricted diets.

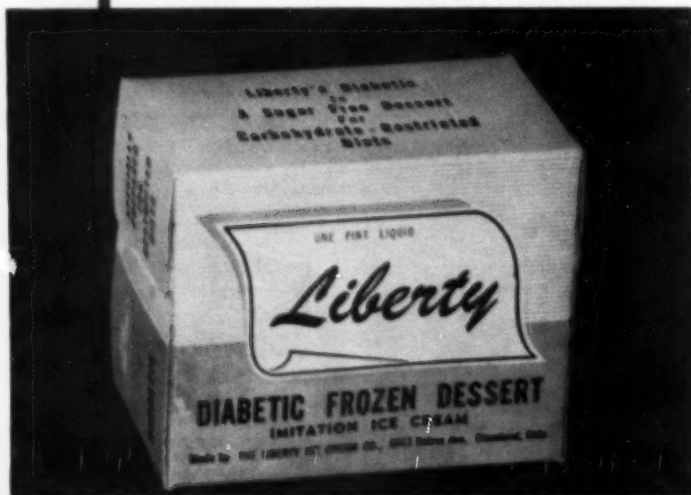
The problem had long intrigued Arthur Bruggemeier, Production Manager of the Liberty Ice Cream Company of Cleveland, Ohio. Art, who is recognized as one of the leaders in the field, was aware that diabetic desserts would enjoy a sizable market but the problem of making a frozen product that would be palatable and tempting without the use of cane sugar appeared insurmountable.

Finally, with the consent of Leo Kirkell, President, and M. Wolf, Vice-President of Liberty Ice Cream Company, Art Bruggemeier took his problem to the Cleveland Health Department and food officials. Step by step, with their knowledge and approval, Art worked out his formula for a diabetic frozen dessert to be labeled and sold as imitation ice cream.

In April, 1950, a product found to be commercially feasible was placed on the Cleveland market. It was limited to drug and health stores and put up solely in a specially printed one-pint Handy-Serv container. The carton, distinctively different from the regular line of packaged ice cream is clearly marked "Diabetic Frozen Dessert" and labeled as imitation ice cream, specially prepared for restricted diets.

Under state laws a display sign had to be used stating that imitation ice cream

(Continued on page 78)



CLEARLY INDICATED in large letters on Liberty Ice Cream Company's packaging for its new product for persons living on restricted diets are the words "Diabetic Frozen Dessert." The phrase "Imitation Ice Cream" also appears. Sales of this unique delicacy are steadily increasing, Liberty officials report, and prospects for expansion of this line are good. Currently, the product is packaged in one-pint Handy-Serv containers manufactured by Butler Paper Products Company of Toledo, Ohio (see adjacent photograph).

the tiny drop...



"Just
a drop
in the
bucket"
...that's
how much
stabilizer
you use, com-
pared with the
amounts of other in-
gredients in your formula.

☆ But that drop does a tremen-
dous job...can make a great differ-
ence in the sale of your ice cream. ☆ The
texture free of ice, the smoothness of
blended ingredients, the bursting forth of de-
licious flavor...all these may depend on the
performance of this "drop" of stabilizer. ☆ And the
stabilizer that delivers exceptional performance in
the ice cream mix is the new and vastly superior
English gelatine, SPA. And SPA costs substantially less
than ordinary gelatines. ☆ SPA has been perfected by a
new, unique process to do one specific job...to stabilize
ice cream. Every property, every function of SPA has
been developed and is ideally suited to the needs,
the problems and the processes of ice cream
manufacture. ☆ SPA is a product of B. Young &
Company, famous for fine gelatines since
1818. Let us send you a sample, or
additional information about

SPA. Write today to:

* U. S. REG. U. S. PAT. OFF.

B. Young & Company of America, Ltd.

20 Exchange Place, New York 5, N. Y.

*that
holds a
million
sales*



SPA





SALESMEN BECOME COWBOYS

ARCTIC Dairy Products Company of Kansas City, Missouri, demonstrated recently the art of increasing ice cream sales by means of clever promotion of a unique and tasty flavor.

The flavor in question is "Texas Pecan," described as being "like shell roasted pecans from the campfire blended into the famous Texas Pecan Praline." The promotion made "Texas Rangers" out of the Arctic salesmen and merchandising men and involved the placement of extensive point-of-sale displays in dealers' windows.

Starting Point

Starting point of the program was the day an unusually-attired man walked into the offices of the Arctic Dairy Products Company. The man was dressed in cowboy clothes, including a ten-gallon hat and a gay, colorful scarf adorned his neck. It turned out that he was a representative of the Pangburn Company, Fort Worth, Texas, manufacturers of brittle flavors for ice cream. His purpose was to introduce an interesting program—and when the Arctic Dairy people had heard him out, they adopted the program for use in their outlets.

Before long, life-size cowboy and cowgirl dominations, in full color, were placed in windows of these retail stores. (See accompanying illustration.) Dealers were both amused

and enthusiastic when they were visited by Arctic salesmen who appeared dressed like Texas Rangers, and hastened to make full use of the abundant point-of-sale advertising materials featuring plates of Texas Pecan ice cream.

The results? These were described by L. S. Hitchcock, Vice President of the Arctic Dairy Products Company, who said:

"We enjoyed a record-breaking sale due to having a fine flavor and a good merchandising program. The whole campaign was colorful. Our drivers were enthusiastic, our dealers were enthusiastic, and after all, that is what it takes to sell ice cream.

"I think that if all ice cream manufacturers would go all-out on point-of-sale material and conduct campaigns to get a good posting job done at the dealers' places that the ice cream gallonage over the country would take on a tremendous growth."

Thoroughly Tested

The Pangburn Company reports that this unusual program has been thoroughly tested in various parts of Missouri, Ohio, Florida, Alabama, Texas and Kansas, and that both the firm's Texas Pecan flavor and its supporting promotion have met with "marked success" in these areas.



Hurry . . . hurry . . . hurry! There's still time to climb aboard the Sealright bandwagon! Jump up—and see that your company gets the benefit of this nationally advertised Ice Cream Recipe Contest plus local tie-in material that will boost your sales of Nestle packaged ice cream.

On July 8 another full page ad will tell *Saturday Evening Post* readers how to enter this giant \$10,000.00 prize contest. Many shoppers in your community will be looking for Official Entry Blanks and Sealright packaged ice cream.

Dont' miss out on this big opportunity! Write for a Contest Kit immediately, and find out how you can make this national contest YOUR contest locally! Listed below are just a few of the hundreds of concerns that have already tied in with this sales-building promotion:

Worthington Creamery & Produce Co., Worthington, Minn.; Jacobs Ice Cream Co., Torrington, Conn.; Pierre's Ice Cream Co., Cleveland, Ohio; Katz Drug Co., Kansas City, Mo.; Velvet Freeze, Kansas City, Mo.; Gandrud Ice Cream Co., Redwood Falls, Minn.; Lagomarcino-Grupe Co., Burlington, Iowa; Cardani, Inc., Long Island City, N.Y.; Naugatuck Dairy Ice Cream Co., Naugatuck, Conn.; Matthews Stores, Inc., St. Johns, Mich.; Lily Ice Cream Co., Phoenix, Ariz.; Sunnyhurst Ice Cream, Wilmington, Mass.; Christies Ice Cream, Boston, Mass.; Nacogdoches Ice Cream Co., Nacogdoches, Texas; The Lando Ice Cream Co., Wheeling, W. Va.; Frozen Custard Mfg. Co., Minneapolis, Minn.; Ridgecrest Ice Cream Co., Florence, South Carolina; Candy Kitchen Ice Cream Co., Naperville, Ill.; Fairview Dairy, Inc., Latrobe, Pa.

Borden Co. White Dairy Products Division, Raleigh, N.C.; LaSalle Ice Cream Co., Northampton, Mass.; Mays, Inc., St. Paul, Minn.; East End Creamery, Grand Rapids, Mich.; Dutch Maid, Inc., Kenosha, Wisc.; Grubb's Ice Cream, Cleona, Pa.; Bell Ice Cream & Milk Co., Temple, Texas;

Clovismaid Dairy, Clovis, N.M.; Colonial Ice Cream & Milk Co., Lampasas, Texas; Roszell Co., Peoria, Ill.; New Era Dairy, Carbondale, Ill.; Chamberlin Ice Cream Co., Lafayette, Indiana.

Philidelphia Dairy Products Co., Philadelphia, Pa.; Marigold Dairies, Rochester, Minn.; Home Dairy Inc., Sweetwater, Texas; Longhorn Creamery, Abilene, Texas; Vandervoorts Creamery, Sweetwater, Texas; M.B. Creamery, Brownwood, Texas; Kerr View Farms, Kerrville, Texas; Metzger's Dairy, San Antonio, Texas; Button Ice Cream Co., Austin, Texas; Walling Creamery, San Marco, Texas; Central Dairy Products Co., Oklahoma City, Okla.; Hawk Dairies, Tulsa, Oklahoma; Watson's Ice Cream Factory, Lake Charles, La.; Pleasant Farms Dairy, Pt. Pleasant, N.J.; Dairy Test Ice Cream Co., Providence, R.I.

Johnson Super Rich Ice Cream, Williams Bay, Wisc.; The Ice Cream Shops, Madison, Wisc.; Thompson Ice Cream Co., Chicago, Ill.; Beatrice Foods Co., Denver, Colo.; Pensacola Dairy, Pensacola, Fla.; Petroskey Packing Co., Petoskey, Mich.; Langenfeld's Ice Cream, Mitchell, S.D.; Clover Creamery, Blano, Va.; Land O' Sun Creamery, Miami Beach, Fla.; Meadow Dairies, Leaksville, N.C.; Bassett's Dairy, Bristol, Van-Prips Ice Cream Co., Auburn, N.Y.

Kneer Dairy Co., Fargo, N.D.; North Star Dairy, Fergus Falls, Minn.; Arundel Ice Co., Baltimore, Md.; Gold Medal Dairy Products Co., Ocala, Fla.; Steffens Garden Farm Dairy, Denver, Colo.; Dairy Gold Foods Co., Fort Collins, Colo.; Whitmore's Creamery, Mitchell, Neb.; Arctic Ice Cream Co., Dallas, Texas; Texas Dairy Produce, Childress, Texas; Sunshine Ice Cream Co., Albuquerque, N.M.; Lamb Ice Cream & Milk Co., Lubbock, Texas.

Sealright

SANITARY PAPER CONTAINERS

SEALRIGHT CO., INC., Fulton, N. Y.; Kansas City, Kansas; Sealright Pacific Ltd., Los Angeles, Calif.; CANADIAN SEALRIGHT CO., LTD., Peterborough, Ontario, Canada

National Publicity Focuses

Spotlight On Dairy Foods

DAIRY foods are in the spotlight this month as a series of concentrated promotion programs focus the attention of American consumers on these products by means of newspapers, magazines, radio and television, window displays, and other advertising media.

June Dairy Month notices are helping increase awareness on the part of the buying public, and manufacturers of dairy foods are supporting this campaign to move their products from food store shelves and cabinets to family tables by various methods.

For example, route salesmen are suggesting diversified uses of dairy foods to homemakers, plant employees are being urged to consume more dairy foods extensive point-of-sale materials are being utilized, managers of food outlets are being advised on merchandising procedures, special sales features, devised for weekly promotions during the entire month, have been devised, and plans are being made to allow for capitalizing on this 14th annual campaign in subsequent months.

Many suggestions as to how sales of dairy foods can best be stimulated have been advanced by leading members of the industry. Robert H. North, of the International Association of Ice Cream Manufacturers, recommended finding someone "who will tell your story sympathetically" as a most effective approach to good public relations technique.

According to Mr. North, June Dairy Month "extends this opportunity, for many organized groups are observing this period in an effort to assist the dairy industry in building understanding. We can obtain their invaluable aid by furnishing background facts and encouraging them."

Headlining June on the market front is one of the most extensive advertising and merchandising drives ever to feature ice cream. Spearheaded by the American Dairy Association, *Look Magazine*, *Super Market Merchandising* and the International Association of Ice Cream Manufacturers, the ice cream campaign enlists a galaxy of related food manufacturers and retail food outlets to cover the nation coast to coast with a publicity broadside designed to produce record-breaking ice cream sales.

Pointing the way, colorful ice cream ads of the American Dairy Association form the centerpiece for the Ice Cream Festival campaign as they reach millions through the June 10 issue of *Saturday Evening Post*, the June 4 issue of *American Weekly*, and the June 20 issue of *Look Magazine*.

"Ice Cream Every Day a Different Way," exclaims the ADA ad, in sales-pointed copy and appetite-tempting illustrations, featuring home style banana

split, blueberry pie a la mode, cake a la mode, ice cream and fruit cocktail and the cone filled with chocolate ice cream (See accompanying illustration).

Parading the goodness of ice cream, leading related food manufacturers put the full force of their advertising and merchandising behind the Ice Cream Festival on a nationwide scope.

Note also the line-up of editorial cooperation in the drive furnished by such publications as *Look Magazine*, *True Confessions* and *Super Market Merchandising*.

"Ice Cream is a Good Mixer," reads the double page editorial feature in the June 20 *Look Magazine* (on sale



(Continued on page 79)

EXCLUSIVE

A complete Manual and Guide Book on

"SODA FOUNTAIN OPERATION"

by A. CHARLES DRAPER

Foremost Authority on Fountain Planning & Operation



CONTENTS

I Layout Principles

Location—Traffic

II Volume

What Makes Volume

Secondary Sales

Fountains in Drugstores

III Menu

Suitable Menu—Pricing

Profits—Costs—Payroll

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Soda Fountain Values

Equipment—How to Choose It

V Four Basis Functions

Soda—Food

Dishwashing—Customer Service

VI Approach to Layout

Layout Classified

Comparison of Fountain Types

- ★ **WHAT IS IT?**—75 pages of practical, tested methods to install and operate soda fountains. No theory, just plain experience and ideas currently in use to save labor, footsteps, time, and **MAKE MORE MONEY** at the soda fountain.
- ★ **HOW TO USE IT**—Read it yourself as a day to day guide to profits, management, customer service, and values in retailing. Then give it to your salesmen, give it to your retailers and best of all, give it to prospective retail accounts.
- ★ **WHY YOU NEED ONE**—This booklet can save you headaches and avoid mistakes for the retailers. It is well illustrated with charts and a breakdown of cost in operating various departments of drug and other retail stores.
- ★ **HOW TO GET COPY**—Never before published in book form, your copy is now available by using the coupon below and the special money saving offer. Only limited copies are being printed on this first press run. You may have extra copies at quantity discounts.

SPECIAL OFFER

Now you can get copies of this valuable book at *Special Quantity Discounts*. You'll want copies for yourself, your salesmen, and your dealers. It will help you show your retailers how to get

greater gallonage and greater profits. This offer may be withdrawn when quantity of books is disposed of. Order now as many books as you need at these special low rates.

CLIP AND MAIL TODAY — LIMITED QUANTITY AVAILABLE

QUANTITY DISCOUNTS

1-4 copies	\$1.00 each
5-9 copies	.85 "
10-24 copies	.75 "
25 up	.50 "



We Want to Use Your Book!

Please send us _____ copies of your new 75 page book, "Soda Fountain Operation," at the Special Quantity Discounts shown. Check is enclosed.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZONE _____

MAIL TO ICE CREAM FIELD, 19 W. 44TH ST., N. Y. 18, N. Y.



NO SEESAW FOR US!

HERE AT VANILLA LABORATORIES, with a
33-year reputation to guard, there is no
teeter-tottering in the quality of our Vanilla.

Our customers expect uniform strength and bouquet
in all the Vanilla they buy, and that
is exactly what we guarantee to give them.

Yes, when our specialists have once found the right
formula for any particular product, they see
to it that every shipment is exactly alike
the year 'round—summer, fall, winter and spring.

If you have a Vanilla Problem—remember, our
business has been built by supplying our customers
with the right Vanilla and KEEPING it always uniform.

Vanilla Laboratories, Inc.
Rochester, N.Y.

PURES
BLENDS
CONCENTRATES
POWDERS

Firms Combine To Turn Out New Ice Cream Package

A NEW rectangular ice cream package designed for high speed automatic packaging has been market tested for consumer reaction under the auspices of Marathon Corporation, Menasha, Wisconsin, manufacturer of the carton, and Ex-Cell-O Corporation, Detroit, Michigan, designer of a pilot model automatic packaging machine for the carton.

The package sizes will range from 3.2 ounces to 6 ounces and the whole range of sizes can be packaged automatically on the same machine. Two types of packages are available. One is designed so that the ice cream can be eaten directly from the package. This package has a spoon affixed and is opened simply by raising the tear flap and removing the cover. The other package, without a spoon, is designed particularly for measured portion use. It opens easily, so that the right portion of ice cream can be dropped from the package on to a dish or into a soda.

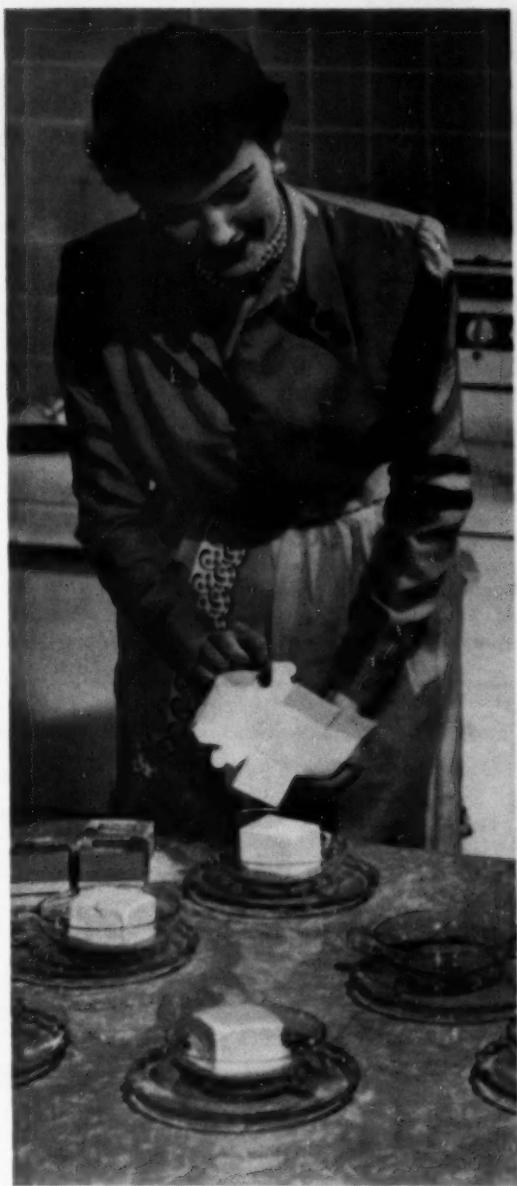
Although the new package, a smaller version of Marathon's linerless ice cream carton, was developed chiefly for the take-home and concession markets, considerable interest in the small carton is being shown by soda fountains and restaurants. Managers like the idea of portion control because it gives them accurate costs. Portions served in malted milks, milk shakes, sodas and sundaes are always uniform.

One aspect that should appeal to the home market is the fact that the miniature carton has a certain amount of fascination for children. Its designers point out that children coming home from school can help themselves to a carton, sparing Mother the time and dishes she would use in dipping ice cream for them. Even when the individual portions are removed from the packages to be used as party desserts, they are time-savers and make a neat-looking dish.

The "spoon-in" version makes the package adaptable to vending machines and the concession industry as well.

With the thought of directing the small individual portions to home consumption and soda fountain use first, with a later program for the concession trade, the spoon was omitted in the first package tests. Tests on the "spoon in" packages are now underway.

So that Marathon's Sales Research Department could be close to the initial tests, the first trials were conducted in cities close to Marathon's plant. Users filled in ques-



tionnaires telling what they liked or did not like about the quarter pints. Their opinions gave the package designers helpful suggestions to increase the carton's salability.

The portion packages were also tested in a Milwaukee restaurant and soda fountain to obtain information about that phase of their use. Reports showed the packages were opening easily, and disposal of the paper was accomplished without difficulty. Users spoke highly of the advantages of speed, economy and cleanliness offered by the individual cartons.

INDEX SHOWS 1949 SALES DROP

SALES of all products manufactured by 765 ice cream manufacturers in the United States in 1949 decreased 3.64 per cent from the sales of the same products in 1948, according to the twenty-fifth annual Ice Cream Sales Index issued by the International Association of Ice Cream Manufacturers.

The American plants surveyed reported sales of 296,403,689 gallons of ice cream in 1949 as compared to 307,610,328 gallons in 1948. Forty Canadian plants reported a 10.84 per cent decrease in sales in 1949.

From the statistics compiled by the International's Department of Statistics and Accounting of which O'Neal M. Johnson is Manager, it seems apparent that disposable income has resumed its role as the primary factor in ice

cream purchases. In the previous Sales Index, the selling price of ice cream was found to be most significant in its effect on sales.

Weather Good

Temperatures in 1949 were on the side of the ice cream manufacturers, the Sales Index indicates. Normal temperatures during the period from May 1 through August 31 were enjoyed, and above-normal temperatures were experienced in many parts of the country. In spite of the above-normal weather, however, June was the only month of these best ice cream-producing months in which sales increased over 1948. The total decrease was, nevertheless, small, amounting to 1.42 per cent for these months. In October and December, when temperatures were on the average slightly higher than normal, the sales of ice cream also increased somewhat above 1948 sales for the same period.

Ice cream amounted to 88.32 per cent of the total sales of all products turned out by ice cream manufacturers in 1949. Ice milk and other low fat products represented 3.81 per cent of sales; milk sherbet, 3.26 per cent; and fruit ices, 4.61 per cent. In 1948, ice cream sales amounted to 89.42 per cent of all sales, so 1949's figure is 1.10 per cent less than the previous year's.

New York's Sales Are Up

New York State was the only state in the North Atlantic district that experienced an increase in sales. The increase amounted to 1.05 per cent, according to the Sales Index. Sales in 1949 in the area decreased by 2.9 per cent from 1948.

Pennsylvania had the smallest decrease of any of the states in this group — 2.29 per cent. New Jersey suffered the largest decrease — 15.62 per cent. A prolonged strike in that state was largely responsible for the loss in sales.

The sales of all products sold by ice cream manufacturers in the Central Eastern states in 1949 were 3.06 per cent below sales in 1948. Wisconsin was the only Central Eastern state to enjoy an increase for the entire year. The increase was 0.71 per cent. Ohio suffered the largest decrease — 5.09 per cent. Illinois was second with 4.04 per cent. Indiana had the smallest decrease — 1.32 per cent.

A decrease of 2.95 per cent in sales during 1949 as com-

SALES ANALYSIS BY STATES

	1949 compared with 1948 %	1948 compared with 1947 %
North Atlantic States		
New England	- 5.85	-10.25
New York	+ 1.05	- 6.01
Pennsylvania	- 2.29	- 9.00
New Jersey	-15.62	-15.07
Maryland, Delaware & D. C.	- 3.12	-10.19
Central Eastern States		
Ohio	- 5.09	-11.73
Indiana	- 1.32	- 5.96
Illinois	- 4.04	- 7.36
Michigan	- 2.79	-10.53
Wisconsin	+ 0.71	- 6.38
Middlewestern States		
Minnesota	- 4.83	-10.79
Iowa	+ 0.49	- 8.91
Missouri	- 5.58	-10.98
Kansas	- 2.44	- 4.15
Nebraska	- 1.68	- 6.70
North & South Dakota	- 2.21	- 6.64
Southern States		
Virginia & West Virginia	- 9.89	-12.21
North & South Carolina	- 3.46	- 1.72
Georgia	-16.68	+10.69
Florida	- 2.16	- 5.72
Kentucky	- 4.76	- 3.12
Tennessee	- 7.97	- 1.51
Mississippi, Alabama, Louisiana	-10.12	+ 0.87
Oklahoma & Arkansas	- 6.90	- 3.97
Texas	- 5.47	- 5.73
Western States		
Colorado, Utah & Nevada	+ 0.04	- 7.89
Wyoming, Montana & Idaho	+ 3.12	-16.38
Oregon & Washington	+ 1.82	-11.37
California	- 6.16	-21.29
Arizona & New Mexico	- 17.50	-17.50
United States	- 3.64	- 9.15

pared to 1948 was undergone by the Middlewestern States. Only the North Atlantic states had a smaller decrease. Iowa was the only one of the states in the Middlewestern area to achieve sales gains in 1949. Its increase was 0.49 per cent. Missouri suffered the largest decrease — 5.58 per cent.

Worst Drop in South

In the Southern States, the decrease in sales of 6.78 per cent represented the largest drop in sales of any group of states. The Southern States were the only group of states in the country in which no single state gained in sales during 1949 over the previous year.

Georgia's decrease of 16.68 per cent was the largest and Florida's decrease of 2.16 per cent was the smallest. North and South Carolina's sales dropped 3.46 per cent.

The Western States in 1949 had a decrease in sales for the entire district of 4.12 per cent. California was the only state in this area to suffer a loss in sales. Its sales dropped 6.16 per cent. Colorado, Utah and Nevada gained 0.04 per cent; Oregon and Washington gained 1.82 per cent; Wyoming, Montana and Idaho gained 3.12 per cent; and not enough reports were received from Arizona and New Mexico to include them in the Sales Index summary.

Included in the latest Sales Index is information pertaining to the seasonable variations in ice cream sales,

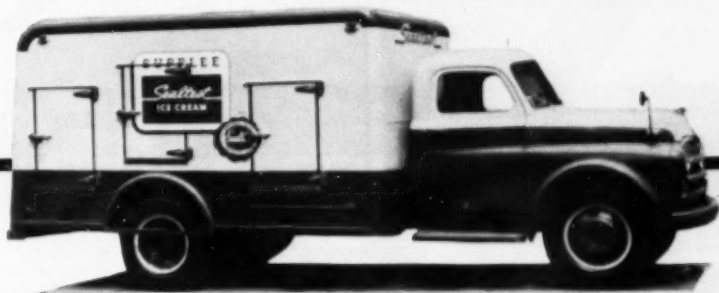
ICE CREAM SALES INDEX

January	— 2.15	
February	— 0.88	
March	— 8.47	
April	— 5.38	
Jan. 1st through April 30th, 1949		— 4.65
May	— 0.03	
June	+ 1.92	
July	— 3.67	
August	— 3.31	
May 1st through August 31, 1949		— 1.42
Jan. 1st through August 31st, 1949		— 2.51
September	— 15.03	
October	+ 4.06	
November	— 7.39	
December	+ 0.16	
Sept. 1st through December 31st, 1949		— 5.74
Jan. 1st through December 31st, 1949		— 3.64

wholesale and retail production of ice cream, per capita production of ice cream, size of ice cream plants, and ice cream expense dollars.

Copies of the Ice Cream Sales Index, titled Special Bulletin No. 76, are available from the Department of Statistics and Accounting, International Association of Ice Cream Manufacturers, 1105 Barr Building, Washington 6, D. C. Price is \$1.00 except to association members.

DESIGNED WITH YOU IN MIND



THIS new Barry & Baily refrigerated body is especially designed with an eye toward your delivery problems.

This body is built on outriggers to reduce height and bring loading level close to the pavement. It is mounted in such a manner that it may be removed from chassis with outriggers in place. Constructed of hard alloy aluminum extrusions throughout. Note the unusually large 1320 gal. capacity on such a short wheel base.

All-Aluminum Body — Capacity 1320 gallon.

Front compartment	58" long, 78" wide, 53" high
Center	48" long, 78" wide, 45 3/4" high
Rear	29" long, 78" wide, 53" high

This design provides a new ease of handling your payload, plus the rugged ultra-lightness of All-Aluminum construction. It's a combination which will reduce your operating costs to a minimum. Complete details at your request.

Pioneers In All-Aluminum Structure

BARRY & BAILY CO.

"Since the Days of the Covered Wagon"

2421 North 27th Street

Philadelphia 32, Pa.



ANY FLAVOR'S GOOD WITH CAKE!



IT is the experience of most ice cream manufacturers that sales increase when the consumer is offered unique varieties of flavor and combinations of ice cream with other tempting bakery or food products. Recognizing this basic fact, ice cream companies are looking for specialties backed by promotional material that will increase gallonage month by month throughout the year.

The consistent demand for the original vanilla ice cream rolled into the chocolate cake roll as developed by the Newly Weds Baking Company, Chicago, has now brought about a series of unusual flavor combinations. Market tests have conclusively shown that choco-

(Continued on page 108)

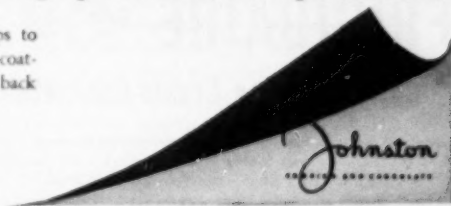
**All the true, rich flavor
of the chocolate bean...
makes Johnston coating**

Young America's choice



FREE — Sales helps to bring you extra profits!

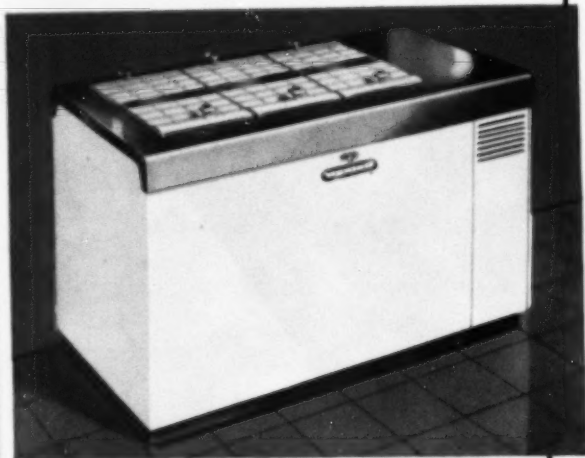
Ask your Johnston Representative about proven sales helps to boost your profits. And, remember, when you use Johnston coating, you're using the finest. Real chocolate flavor brings 'em back for more and more!





For boosting ice cream sales—
your dealers are sure to agree

You can't match a FRIGIDAIRE!



Increase sales appeal with Frigidaire lighted merchandising superstructure. Available for all Frigidaire Ice Cream Cabinets—including Frigidaire open-type Zero Self-Servers. For full details on the sales-building Frigidaire line, call the Frigidaire Distributor or Factory Branch that serves you. Or write Frigidaire Division of General Motors, Dayton 1, O. In Canada, Leaside 12, Ont.

FRIGIDAIRE Ice Cream Cabinets

Equipment for Soda Fountains, Freezers, Hardening Rooms and Trucks.
Beverage Coolers • Milk Coolers • Water Coolers • Air Conditioners
Ice Makers • Display Cases • Zero Self-Servers
Cooling Units • Compressors

1. Beautiful styling by world-famed Raymond Loewy is one big reason why Frigidaire Cabinets get preferred position in stores—where they can sell more for you.

2. Improved white Dura-Lids now are molded of a new extra-tough plastic—they're thickly insulated yet feather-light.



3. One-piece stainless steel top is easy to keep clean and inviting.

4. Reserve Capacity Design permits stocking a greater quantity of products with virtually no increase in floor space used.



5. Even temperature—from top to bottom—keeps ice cream at just-right firmness for serving or take-home.



6. Efficiency-Plus Condenser is placed at bottom of cabinet—where cooler air assures maximum efficiency.

7. Frigidaire Cold-Control is easily accessible—permits full-range temperature adjustment to suit conditions.



8. Frigidaire Meter-Miser has set records for economical, trouble-free operation in millions of Frigidaire products. And no wonder, for it's the simplest refrigerating mechanism ever built—carries a special 5-Year Warranty.



Retail outlets that ordinarily would not sell enough ice cream to speak about have been achieving unprecedented profits by means of the installation of sundae-making facilities. A filling station and a roadside diner are two cases in point. Here's their success stories.



SUNDAES MEAN BUSINESS

WHEN a filling station more than triples its ice cream sales, it's time for ice cream manufacturers to examine the establishment's case history to determine if this type of gallonage gaining can be duplicated in similar outlets in other parts of the country.

To learn the facts in the case, ICE CREAM FIELD consulted a sales department executive of one of the South's leading ice cream manufacturers. He reported that the gasoline dealer in question, located in an urban area, sold groceries, sandwiches, and a little ice cream prior to the launching of an experiment designed to help him increase his profits by boosting ice cream sales.

The experiment involved the installation of a Servwell Set, consisting of sundae toppings, a handsome plastic tray, five silver serving ladles, five stainless steel dispensing jar tops, one hundred paper serving cups, and one hundred wooden spoons. Also installed was a large-size ice cream cabinet, to replace the dealer's three-hole unit. It didn't take long before the success of the experiment was a matter of record.

Comparing the gross of the same three months in successive years, the filling station's books indicated that ice cream purchases had jumped from \$22.47 to \$94.90 in one month, from \$31.17 to \$146.95 the next, and from \$92.67 to \$199.85 during the last of the three months in which comparisons were made. Total sales for the three

months in the first year were \$146.31, and for the three months in the second year, \$441.70; this comprises a gain of more than 300 per cent.

In a letter to Limpert Bros., Inc., Vineland, New Jersey, suppliers of the Servwell Sets, the ice cream sales executive noted that "we are pleased with the progress this dealer has made and we certainly feel that the Servwell Set was very largely responsible for his progress."

He also reported on the sales of eleven other dealers that have recently installed Servwell Sets. Again using three-month periods in successive years as a basis for comparison, he found that ice cream purchases increased from \$1,892.58 to \$2,927.84, a jump of \$1,035.26.

Similar accounts of gallonage gains resulting from the use of the sundae equipment have been received. One came from Lester P. Nucci, owner of a roadside diner in Vineland. Mr. Nucci disclosed that since putting in a Servwell Set ice cream sales have doubled in his establishment. As a matter of fact, Mr. Nucci said, about sixty to seventy per cent of all his ice cream sales are sundaes.

The Servwell Sets measure 22 1/4" by 6 1/4" by 4 1/8". Toppings are dispensed from the sterilized jars in which they are shipped, and are formulated to keep fresh without refrigeration for the length of time normally required to dispose of a full jar. Flavors available in the standard set include chocolate, pineapple, crushed cherries, strawberry, and maple walnut.

Survey Shows Better Plants, More Dealers

A NOTE of optimism was recorded with regard to the present and future success of the country's ice cream manufacturers with the publication of the results of a new survey recently completed by the Institute of Ice Cream Opinion, an independent fact-finding organization active since 1939 in the ice cream industry.

The survey indicated that seventy-seven per cent of those ice cream manufacturers polled have achieved some improvement in their plants within the last year. An overwhelming majority of these improvements were completed in 1950.

Twenty per cent of the ice cream manufacturers polled maintained the status quo with regard to their ice cream plants. Many of these, however, indicated that they had completed alterations just prior to the period covered by the question "Have you improved your plant in 1950?" Others indicated intentions of instituting improvements in the near future. Three per cent of those polled did not comment on this question.

Increased Business Likely

The Ice Cream Institute of Opinion poll also revealed that eighty per cent of the ice cream manufacturers who responded to the question "Have you increased the number of dealer outlets?" answered in the affirmative. Only fourteen per cent of those ice cream manufacturers polled reported no gains with regard to new dealers, while six per cent of the responses failed to include a comment on this question.

The nature of these results apparently foretells increased business for the majority of the nation's ice cream manufacturers. With plants geared for faster and higher production and with the number of outlets steadily increasing, it appears that aggressive merchandising on the part of the people who produce the popular dairy food will result in unprecedented gallonage gains.

The Institute of Ice Cream Opinion was established in May, 1939, as an independent research agency. From time to time, the Institute has conducted surveys which have resulted in statistical presentations of various phases of the ice cream industry's most vital problems.

Subjects have ranged from shrinkage difficulties and other production department headaches to merchandising ideas and other sales helps.

The Institute of Ice Cream functions by means of financial support contributed by ICE CREAM FIELD.



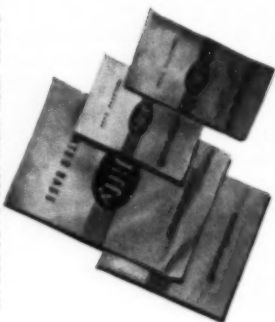
**MAKE A DELICIOUS
MAPLE NUT SUNDAE FROM
THE RECIPE IN
CONFESIONS WITH
VERMONT MAID SYRUP
ICE CREAM**

Take home your ICE CREAM in a **Jiffy** INSULATED BAG

MANUFACTURING COMPANY
HILLSIDE * NEW JERSEY



ORDER JIFFY INSULATED BAGS TODAY



Poster available now from American Dairy Association for June dairy promotion.

**Build consumer preference
with improved quality**



ICE CREAM manufacturers have found Puritose "high conversion" Corn Syrup gives superior results. . . is of consistently uniform high quality. In the manufacture of ices, sherbets and ice cream Cerelease has won much favor . . . produces a smooth product with a minimum of ice crystals.

Globe, Cerelease and Puritose are registered trade marks of Corn Products Refining Company, New York, N. Y.




Full technical service, no obligation

CORN PRODUCTS REFINING COMPANY, 17 BATTERY PLACE, NEW YORK 4, N. Y.



Watch Your Vanilla!



MUCH of the popularity that ice cream enjoys is due to the large number of varieties that are made available to the consumer. Consumer preference for flavors vary with the season of the year, the section of the country, the age group, the sex, income level, and to a certain extent nationality prevailing in certain sections of a city.

Vanilla is by far the most popular of all ice cream flavors. One reason for this is that vanilla ice cream is the basic ice cream for fountain service involving the popular sodas and sundaes. It was recently brought to the author's attention that the high percentage of sales for vanilla does not necessarily hold true for an all package business. A particular manufacturer calculated what his selling prices should be on the basis that fifty per cent of his sales would be vanilla ice cream. He soon discovered that for his particular type of business (packages sold through food stores) the fifty per cent figure was too high and that thirty-three per cent was more nearly correct.

The importance of correlating sight with taste is recognized by all food connoisseurs. The mere sight of attractive looking food will start the secretion of the digestive juices. Mediocre food will sometimes be accepted by the consumer if it looks appetizing and is supplied in an attractive package. Proper selection and use of coloring thereby becomes an important phase of ice cream flavoring.

BY PROFESSOR P. H. TRACY

*University of Illinois
Urbana, Illinois*

Considerable emphasis is being placed upon consumer tests as criteria of consumer preferences. A review of studies made at the University of Illinois as to why they bought ice cream might be of interest. Numerous reasons were given, such as its convenience, its relative cost as compared with other desserts, its popularity, and its food value. The answer given in ninety-five per cent of the cases was "I like it." This should be of particular interest to a group of flavor experts. People eat ice cream primarily because they like it. Why do they like it? Because it tastes good. Why does it taste good? Principally because of its flavor. The continued acceptance of ice cream and the future development of the ice cream industry therefore lies partially at least in the hands of the flavoring industry. The extent to which you serve the ice cream industry well will determine the extent to which both ice cream manufacturers and flavor manufacturers will prosper.

What can be done to influence people to eat more ice cream? What can be done to cause more people to eat commercial ice cream? What is there about commercial ice cream that some consumers object to? What flavors or combinations of flavors do ice cream customers prefer? In arriving at an answer to these questions consideration should be given of course to the fact that consumer preferences vary as pointed out above.

The problem of the determination of consumers preferences was studied at the University of Illinois by two methods, first by questionnaire and second by actual sampling. A questionnaire was sent to 290 customers on a milk route. Of the 200 who answered the questionnaire, seventy-six per cent indicated they had served ice cream within the last month. In response to the question, "why don't you serve ice cream more often?" the reason most commonly given

was the inconvenience of purchasing it. A number were interested in securing greater variety and better quality flavors. The final question asked was "list the three most important things which would cause you to serve ice cream more often." The consensus of opinion was that the consumer must have better assurance of the sanitary quality of ice cream together with an inexpensive home delivery system, and facilities for keeping the ice cream hard until ready to serve.

The second part of the Illinois study was the determination, by actual sampling, of the type of ice cream the consuming public prefers. Over 200 adults assisted in each of the two tests. The results showed that a majority of the women preferred the ice cream with the heaviest, and most resistant body. On the high (eighteen per cent) versus medium (twelve per cent) butter fat ice cream tests a large majority of the consumers preferred the body of the high fat ice cream. The outstanding comment pertaining to flavor was sweetness rather than richness. A slight majority preferred the flavor of the medium fat product. When comparing ice cream containing thirteen per cent m.s.n.f. with one containing 10.5%, the preference was decidedly in favor of the product with higher serum solids. The most frequent comment was that the higher serum solids product tasted richer. When comparing ice cream frozen on a batch freezer with that frozen on the continuous freezer, the preference was definitely in favor of the ice cream frozen on the continuous freezer. Consumers seem to prefer

an ice cream with smooth texture and a somewhat resistant type of body.

When comparing ice creams with no gelatin with that containing the usual amount (.35%) and that containing more than the usual amount (.6%) of a stabilizer the majority considered the ice creams with the medium and high gelatin content not only smoother but also richer and better in flavor.

Women More Definite

The tests of the ice creams having 12.5%, 14.5% and seventeen per cent sucrose showed a slight preference for the ice cream having the 14.5% sugar content. The preference for each sugar level was 12.5% sugar: 18.7%; 14.5% sugar: 34.1%; and 17% sugar: 31.7%. Most consumers prefer 14.5—seventeen per cent sugar in their ice cream. When judged on the basis of body, a slightly greater percentage picked the high sugar product first. Here again it is interesting to note that the women had a more definite preference to the flavor and body of the high sugar ice cream than did the men. In all tests the women judges seemed to have more definite opinions regarding possible differences in flavor and body than did the men.

When comparing colored and uncolored vanilla ice cream, approximately fifty per cent chose the colored ice cream and twenty-seven had no choice. Some of the common reasons for selecting the colored ice cream were a lik-

NOW! with Temperature Control!

**Start Building Dry
Stop Gallonage Today with . . .**



bob-ette
STREET AND
CRUMMED ABOUT BUSINESS

ICE CREAM manufacturers everywhere acclaim the gallonage building qualities of Bob-ette.* Get your 1950 gallonage building program going today by ordering your Bob-ettes* for profitable promotion.

WRITE TODAY FOR THE BOB-ETTE* "PROFIT STORY."

* Reg. U. S. Pat. Off. No. 2465142. Other Pat. and Trademark Reg. Pend.

Product of United Sound & Signal Co., Inc., Columbia, Penna.

PENNCO, Inc. "PENNCO IS SERVICE"
ABBOTTS BUILDING, PHILADELPHIA 7, PA.



VELVA-CREME
The Right Combination!

An ice cream production authority writes:

"The results with VELVA-CREME are very good. The body of the mix is uniform and the meltdown on the ice cream is excellent."

GERMANTOWN Manufacturing Co.
5100 LANCASTER AVE., PHILA. 31, PENNA.

ing for color, richer appearance, better taste, and smoother texture (though the ice creams were identical in body). The color was of more importance to the men than to the women.

As a final part of this study and as a check on the earlier findings, an ice cream representing somewhat of a composite of the consumers preference was prepared. This product was of the following composition:

12% fat
12% m.s.n.f.
14.5% sugar
.4% gelatin
artificial vanilla

This ice cream called the survey ice cream was then compared with one of the following composition:

14% fat
10% m.s.n.f.
15% sugar
.33% gelatin
Pure Mexican vanilla extract

Two hundred and seventy-seven people judged the two ice creams and 57.8% picked the survey ice cream as having the best flavor and 52.7% picked it as having the best body. The vote was higher for the survey ice cream in the case of the women than the men.


Although the reliability and value of consumer tests can be questioned, they are useful as indicators of what the

public prefers. It is apparent that consumers prefer an ice cream with good body, one that is reasonably rich and fairly sweet, and one that is colored. The question of the relative value of pure and imitation vanilla is not so easily answered. The Illinois study shows a slight preference for the artificial flavor, particularly by women, but these differences are not statistically significant. It should be kept in mind, also, that imitation vanilla flavor is probably more commonly used by the American housewife in her cooking and baking so she is more familiar with its qualities than she is with the pure vanilla. Another factor that undoubtedly affects the consumer selections is the intensity of the flavor. Pure vanilla is much less distinct in flavor than is artificial flavor containing Coumarin and therefore is less likely to impress consumers in a taste test. It is likely that the superior quality of the flavor of pure vanilla would become more acceptable to the average consumer upon repeated trials. It is also believed that pure vanilla would be better accepted by ice cream consumers if the flavor was added in larger amounts.

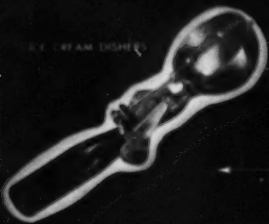
Added Advantages

No other single flavoring material added to ice cream has sales possibilities equal to those of pure vanilla extract. Vanilla ice cream can be made at less cost than fruit or candy ice creams. Vanilla ice cream is capable of more uniformity of flavor. When the milk products used in making ice cream are of high quality and when the mix is properly balanced for solids and properly processed, a fine vanilla flavor is all that is needed to put the finishing touches to a most delectable food. In many cases vanilla sales engineers try to impress their customers by using their ingenuity to compound for the ice cream maker a product that will primarily cover up flavor defects that may be present in the ice cream. This approach is wrong. If ice cream is to maintain its popularity, the industry must continuously strive for perfection in flavor and body. Perfection cannot be reached with the use of inferior dairy products and inferior flavoring materials. The combined values of the natural occurring flavors contained in fresh sweet cream and that of an excellent flavor such as pure Mexican or Bourbon vanilla extract have great possibilities from the standpoint of raising ice cream consumption through greater consumer acceptance.

An experienced cook never depends upon a single flavor to make a culinary masterpiece. In the same way a true artist of the profession of frozen dessert manufacture never depends entirely upon chocolate, fruit or candies to add all the necessary flavor to his creation. A blend of delicate flavors is more pleasing than a single, sharp, distinctive flavor. That is why a pure vanilla ice cream has a more pleasant flavor than one flavored with Coumarin. It is also why pure vanilla added to chocolate, toffee, or strawberry ice cream improves the general "tone-quality" of the ice cream. Cost conscious ice cream makers are sometimes hard to convince that vanilla has a complimentary value in an

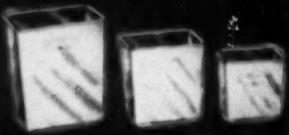


STAINLESS STEEL 18-8 FOURTH ASSURANCE




ICE CREAM SPOONS

18-8 Stainless Steel Construction Throughout Made in eight sizes: 8, 10, 12, 14, 16, 20, 24, 30, 40. With different color handles for identifying different sizes.



SETS OF 3 QUART, PINT AND HALF PINT Strong, sturdy, new, lined with stainless steel wire bright smooth finish

ICE CREAM BOX HOLDERS



ICE CREAM SPADES

Constructed of 18-8 stainless steel. Bake like handle. Strong & sturdy. Sanitary.

FOR INFORMATION SEE YOUR DEALER OR WRITE

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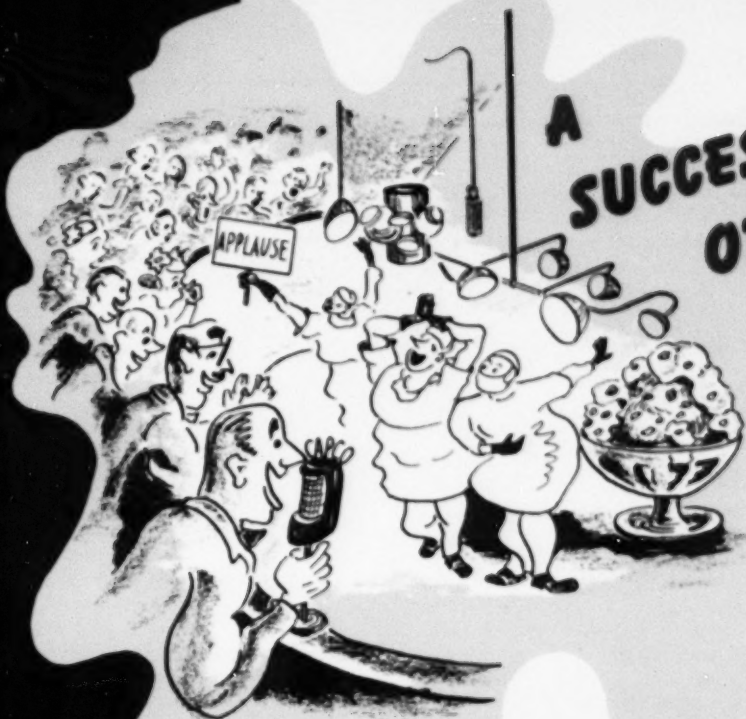
455 West 43rd Street, New York 19, N. Y.

Manufacturers of SHORE-CRAFT Quality Fourth Assurance

A SUCCESSFUL OPERATION!!

THE ADDITION OF *Capeo* SPECIAL TOASTED CHOPPED NUTS

To your ice cream is a simple
operation that wins favor with
your customers



PRESCRIPTION FOR FINE FLAVOR— *Use Capeo Toasted Chopped Nuts*

Ice cream Confectionery Toasted Chopped Nuts
doctor ordered.
A favorite with leading ice cream makers, ice cream houses,
ice cream parlors and confectionery stores, Capeo Toasted
chopped nuts are clean, delicious and healthy to eat.
Change your customers by adding the Capeo
nuts to your ice cream.

THE
CHAS. A. PETERSON CO.

917 CARNEGIE AVENUE • CLEVELAND 15, OHIO

ice cream such as chocolate. Vanilla may be of little value in chocolate ice cream if the chocolate flavor is derived entirely from a harsh cocoa powder, but if chocolate liquor or a combination of cocoa and liquor are used the soft, mellow, and somewhat delicate flavor of the chocolate will be enhanced by the addition of a pure vanilla extract. In the case of a fruit ice cream such as strawberry, if the predominating flavor is an imitation flavor, the addition of pure vanilla will be of limited value. However, if the ice cream contains as its primary flavor well ripened strawberries, then the addition of a pure vanilla is of considerable value.

Antioxidant Properties of Vanilla

In a study of powdered ice cream mix at the University of Illinois, it has been shown that the oxidized flavor that commonly develops in products of this type can be prevented or retarded by the addition to the mix before drying of a vanilla flavor. The flavoring materials used in this study included concentrated and regular Mexican and Bourbon vanillas, powdered vanilla, Tahiti extract, concentrated imitation vanilla flavor, methyl vanillin, ethyl vanillin, vanillic acid, and coumarin. All these products retarded or prevented the development of an oxidized flavor suggesting the presence of compounds capable of retarding oxygen uptake by the unsaturated fatty acids or phospholipids present in the mix. The explanation for this protective action is thought to be the structural formulas of the flavoring materials. The structural formulas of methyl vanillin, ethyl vanillin, vanillic acid, and coumarin are similar to certain compounds that are known to have antioxidant properties. Included in this group are some well known antioxidants such as hydroquinone, the tocopherols, gum guaiac, and nordihydroguaiaretic acid.

The advantages of adding flavoring compounds having the ability to prevent oxygen uptake by the fatty acids contained in ice cream should be a strong argument in favor of using vanilla flavoring in all ice creams. It is likely that the extent to which vanilla has been helpful in this respect has not been fully appreciated by either the flavor manufacturers or the manufacturers of ice cream.

Conclusions

The use of good flavors is essential to the success of the ice cream industry. Consumers have been shown to be capable of distinguishing between good and poor ice cream. Because of the great popularity of vanilla flavored ice cream much progress could be made in increasing ice cream consumption if the flavor manufacturers and ice cream manu-

This article is based on a talk delivered during the 41st Annual Convention of the Flavoring Extract Manufacturers Association, held at Atlantic City, New Jersey in May.

facturers worked cooperatively in improving the quality of the product. The flavor manufacturer should encourage the ice cream manufacturer to use vanilla of high quality, and the ice cream manufacturer should improve the quality of his ice cream by using only the finest of dairy products, by proper balancing of the mix solids, by proper processing and freezing the mix, and finally by the use of pure vanilla extract added at a level high enough to produce the proper intensity of flavor in the ice cream.

Attempts have been made by advertisers in the ice cream industry to glorify and dramatize strawberry, peach, buttered pecan and other flavored ice creams, yet practically nothing has been done in this respect for vanilla flavor. Vanilla ice cream is the money maker for the ice cream industry. It is the variety of ice cream made in largest proportion and it is the product most consumers prefer, yet it is somewhat of a stepchild being taken more or less for granted by all parties concerned. It is neither glorified or romanced in sales programs. No effort is made to acquaint consumers with the merits of vanilla flavored ice cream. There should be an awakening as to what the sales possibilities are for vanilla ice cream made of the finest of dairy products and flavored with the extract of choice vanilla beans. We should not speak of plain ice cream or white ice cream when we mean vanilla ice cream. The flavor industry should get away from the idea of making vanilla extract as cheaply as possible that will still have some resemblance to pure vanilla flavor.

The Best Vanilla Possible

Your objective should be making the best vanilla extract possible. The ice cream industry must be repeatedly sold on the value of good flavors. The dairy industry is constantly being urged to improve the quality of the milk products used in building mixes. Dairy scientists are constantly looking for better methods of pasteurizing, freezing and hardening ice cream. In many cases ice cream manufacturers have developed a near perfect product and have then deliberately lost what they have strived for by adding an inferior vanilla flavor. Who is to blame, the flavor industry or the ice cream industry? Yes, there is a saving—perhaps a fraction of a cent per quart of ice cream, but there is also a loss. A wonderful opportunity to promote an increased appreciation of a very delectable food, vanilla ice cream, is that loss.

NEW *Full Color--Eye Appealing* WINDOW DOMINATIONS

WITH ALL PANGBURN ICE CREAM NUT BRITTLES AND FLAKES



Beautiful Six-Piece Set
Borders Entire Window
Plus Fountain Streamer!

WITH PANGBURN'S "WINDOW DOMINATIONS" ICE CREAM WILL STEP OUT AND BID FOR PUBLIC ATTENTION THIS YEAR AS NEVER BEFORE

Just imagine this beautiful LEMON FLAKE border trim dominating the window of every-one of your Retail outlets for the entire month of June ... then a domination on Pecan Krunch ... then Chocolate Chip, Almond Toffee, Texas Pecan, Butterscotch Filbert, Peppermint Flake ... Imagine, a seven months program of elite, colorful window trims, plus fountain streamer, for each of your Retailers ... for 35c per month.

Special

LEMON FLAKE

Ice Cream


"The finest Nut Brittles and Ice Cream Candies on earth"

PANGBURN'S

Ice Cream

NUT BRITTLES & FLAKES

The most colorful, effective—yet the most economical Co-op advertising available





Write, Wire or Phone

PANGBURN COMPANY, FORT WORTH, TEXAS



TECHNICAL PROBLEM



By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

Formula for Ices and Sherberts?

Could you please send me a formula for making ices and sherberts?

Would like a formula that would give a good heavy package for pints and 2.5 gallon cans.

Would also like another that I could get a little overrun out of for making small cups.

Answer

I am enclosing at this time a reprint on the manufacture of ices and sherberts. You will find that this contains most of the information you desire.

To make a good heavy package for pints and 2.5 gallon cans, I suggest that you use for your sherberts five per cent milk solids and get these milk solids from homogenized milk. Then with this source of milk solids you will not get excessive overruns and therefore you can have a heavy package. Practically any good stabilizer would function in this case.

If you want to get more overrun then I would just use skim milk solids for the source of serum solids in the sherbet. You will get more overrun if you do not have any fat present.

For ices it is more difficult to get overrun and therefore I suggest that you use gelatin as the stabilizer if you desire more overrun.

14 per cent Formula?

We read with interest your articles on ice cream formulas. We are using a continuous freezer but seem to be getting a coarse and

grainy ice cream. We feel that it is due to a faulty mix formula.

Could you give us a formula for 14 per cent butterfat, using 40 per cent cream, 4 per cent milk, skim milk powder, stabilizer, and granulated sugar? We have a 200 gal. single valve homogenizer which registers 2000 lbs. maximum pressure. We pasteurize at 160° F. and cool immediately to below 50° F.

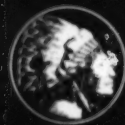
As we have from time to time an unsweetened butter which we churn, we should like a formula using part butter along with the 40 per cent cream and the above ingredients.

Answer

The formula I am providing you at this time will give you a very satisfactory mix, I am sure. This will test 14 per cent fat, 10 per cent serum solids, 15 per cent sugar and 0.33 per cent stabilizer.

14% Fat			
	lbs.		lbs.
40% cream	31.00	butter	8.64
milk	49.57	cream	11.47
dry skim	4.10	milk	60.16
sugar	15.00	dry skim	4.40
stabilizer	0.33	sugar	15.00
		stabilizer	0.33
	100.00		100.00

You will find a mix with milk and cream supplying all the fat and another mix half of the fat is derived from unsalted butter, as you requested.



again in '50
the SWING is to **SAVAGE**
ICE CREAM
CABINETS

Turn to
PAGE 3
and you'll
see why!

Trouble With Water Ice Mix?

I am writing you in regard to our water ice mix.

The trouble is after we open the cans and place them in the cabinets, it seems to dry out and forms a hard crust and gets too hard to dip; also, if it stays in storage very long, it becomes dry and hard.

The formula we are using follows:

24 lbs. can sugar	5 oz. stabilizer
6 lbs. dextrose	8 oz. citric acid
Water to finish 10 gals. mix	

Answer

I believe you could improve your water ices by increasing the stabilizer content of your mixture. You have enough sugar to give you a nice, soft, smooth product but perhaps you are not taking enough overrun which should be around 30 per cent and perhaps your stabilizer is not doing the job that it should. I would step up the stabilizer content and see if this will not give you a smoother product and one which will not be too dry.

Sherbet Difficulties?

We are experiencing some difficulty with our sherbets due to shrinkage and lack of texture. We stand to lose one of our largest accounts unless we correct this condition.

By way of background, we are at present making a water ice type sherbet by using 12 lbs. granulated and 8 lbs. corn sugar, 5.5 gallons water, 0.5 gallon 12 per cent ice cream mix and 5 ounces of gelatin, 200 Bloom and flavor to suit. This makes a fair sherbet; however, the local trade desires a cream sherbet. We would appreciate your suggestions and a good formula as soon as possible. We use 150 gallon continuous freezers and wind tunnel hardening.

Answer

If you are having difficulty with hardness of ices and sherbets it is merely due to the fact that you have too little overrun, too little sugar and too little stabilizer. I notice that your sugar content is 27.5 per cent. This should be satisfactory because you are using a fairly large quantity of corn sugar. I would suggest that you take about 30 per cent overrun on these products and also step up your stabilizer somewhat. This would make it smoother and tend to prevent the hard condition that you now have.

A sherbet is different from an ice inasmuch as a sherbet contains approximately from three to five per cent milk solids. To make a sherbet, then, I would suggest that you put this much solids in the product from whole milk. You should use homogenized milk so that the fat will not churn. Fat is necessary to keep the overrun down and also tends to help lubricate the freezer.

Mix Analysis?

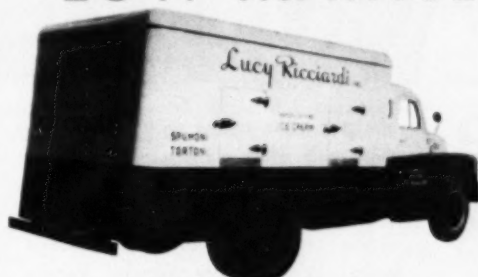
I operate a small milk business and have recently started to make ice cream. The following is the formula I use for making my mix. Will you kindly look it over and recommend to me the necessary changes if any. It is my desire to make a real good pure ice cream. At present I use the following ingredients in the mix to make a 13 to 14 per cent mix:

65.0 lbs. 20% cream	0.5 lbs. stabilizer
10.0 lbs. .035 per cent milk	16.0 lbs. sugar
8.5 lbs. condensed skim, 40 per cent solids	

Answer

In analyzing your mix I find that it tests as follows: 13.35 per cent sugar, 8.94 per cent serum solids, 16.00 per cent sugar, and 0.50 per cent stabilizer, making a total solids content of 38.79 per cent. I believe this is a satisfactory mix and I think you are getting a pretty good ice cream therefrom. I would, however, suggest that you increase the serum solids content up to about 10 or 10.5 per cent, leaving the other constituents the same as they are.

GET LOW FIRST COST AND LOW MAINTENANCE COST!



AND LIGHTWEIGHT! MADE OF STEEL ELECTRICALLY WELDED FOR STRENGTH

FRANKLIN Refrigerated Truck Bodies are steel, electrically welded for strength! They are light in weight, which means greater payloads at lower operating costs. FRANKLIN Bodies incorporate every proven innovation . . . which means right design and the proper features for your needs. Write today for a quotation on your particular problem, whether it is a replacement or fleet addition.



FRANKLIN BODY & EQUIPMENT CORP.

1042 Dean Street

MAin 2-2100

Brooklyn 16, N. Y.

Country Club

from page 24

we'd even send out a special truck from the plant, but we don't often find it necessary because we see to it that our retailers maintain adequate supplies in storage."

Driver-salesmen work on a salary-plus-commission basis. They are trained carefully by Country Club, and one of the direct results of this supervision is the fact that in the seventeen years of business, not one serious accident has befallen a Country Club driver. Safety posters placed conspicuously in the garage stress the need for careful driving.

Deliveries of ice cream are made to dealers anywhere from two to five times each week during the warm weather months, and from once to three times weekly in colder weather. Each truck covers a radius of from thirty-five to fifty miles per day, and routes are rotated so that each truck is on the road every day.

With such an extensive schedule, sound planning is required to keep the trucks in tip-top working order. This planning must begin with the purchase of the truck, for durability is one of the most important characteristics of a good truck chassis, Mr. Hillman believes. "The White Motor Company's Super Power 3000 series is completely satisfactory in this and other respects, we've found," he pointed out.

Mr. Hillman was enthusiastic also about the White power-lift cab, which provides accessibility to mechanical parts

in less than thirty seconds at the turn of a key. The actuating mechanism is a rugged adaptation of the device used on newest transport planes to operate the landing gear.

With the cab lifted, all the component parts of the 3000 chassis are convenient to a maintenance man's reach—and at "bench height." Front-end sections, which require approximately ninety per cent of all truck servicing operations, are easily accessible.

Other features cited by Mr. Hillman as representative of those incorporated in the White chassis are its short wheelbase, overall length, and turning radius. The unit also provides a curb-level step and roomy cab with no floor obstructions, enabling the driver to get in and out from either side, quickly and easily.

Refrigeration is also a vital phase of the transportation problem. "There isn't much point in producing a high quality ice cream if we can't arrange to have it placed in the consumer's hands in the condition most conducive to the satisfaction of his desire for the product," Mr. Hillman declared. Accordingly, when the Country Club trucks are on the highways, the storage compartments are maintained at a minus 10° Fahrenheit temperature.

Ammonia is the refrigerating fluid used to charge the low-temperature mechanisms in the trucks. The refrigerated bodies, manufactured by Robbins & Burke, Cambridge, Massachusetts, are equipped with Dole and Kold-Hold plates, and are charged each night to bring temperatures down to the required level.

Vanilla
Vanillas

"NATURALLY" GOOD

"THE INDUSTRY'S NO. 1 VANILLA"

PLEASE MORE PEOPLE

ALWAYS IN "GOOD TASTE"

FLAVOR MORE GALLONS OF FINISHED ICE CREAM

VAN-SAL
Vanillas

WITH VAN-SAL

Sharpen your selling with Van-Sal — the vanilla that pleases more people — proved by actual Taste Tests. Check Now and find out how your vanilla ice cream ranks in flavor popularity. We'll supply Van-Sal Vanilla to help you make a revealing comparative Taste Test . . . a test that will point the way to bigger vanilla ice cream volume with lower flavor costs. It's easy . . . it's interesting! Write for details now.

S. H. MAHONEY EXTRACT CO.
A Great Name in Vanilla
221 E. CULLERTON RD., CHICAGO 16, ILLINOIS

THE INDUSTRY'S
VAN-SAL
Vanilla
NO. 1 VANILLA



A Better Scoop...Non-Mechanical, Non-Chemical

- One Piece Solid Aluminum
- Dips Easier, Faster
- Attractively Priced

Scoop-Rite scoops a perfect circle with every dip. The ice cream won't stick, and no dipping in water is necessary. This is because Scoop-Rite is made of solid aluminum, the metal which has

the greatest resistance to heat or cold of any used today. When you try it, you will see how perfectly the scoop releases without a tripper or chemical needed.

WRITE FOR DETAILS

SPADES & DIPPERWELLS

Both solid one piece aluminum, polished to a high lustre. Dipperwells have inlet and outlet plumbing connections. Spades perfectly balanced, sharp.



SCOOP-RITE COMPANY

788 WILDE ST., DETROIT, MICH.

Dry-Ice

—from page 32—

is more logical for a housewife than to buy ice cream from her personal source of milk?

A milk company can become geared to route truck delivery with a relatively small investment. The only capital expenditure is for a small, insulated container, a number of which are already on the market. They range in cost from forty dollars up, depending on size, and can be refrigerated with between five and twenty pounds of Dry-Ice per day.

Another advantage of this new market is that it will be a year-round one, although the quantities of Dry-Ice required in the winter will be considerably less than that required during the peak-season summer months.

Case histories available from Louisville, Cincinnati and Philadelphia show that the net result so far has been that the ice cream market has been broadened. Whether or not this trend will carry over to other localities is difficult to predict.

Of considerable consequence as far as Dry-Ice producers are concerned is the "peddler market." The warm-weather vendor of ice cream products with his familiar shoulder box, bicycle-wagon or truck, accounts for a considerable part of the Dry-Ice used in the ice cream field. A shoulder box will use five to eight pounds of Dry-Ice per day; a bicycle-wagon from ten to fifteen. Multiply this by the number of vendors all over the country, and the total be-

comes quite substantial. The industry is aware of the importance of this phase of the ice cream field and is making every effort to assure an adequate supply of Dry-Ice during the summer season.

If the manufacture of fancy forms and molds and other specialties is, as sometimes said, to be the forgotten art in the ice cream industry, it is very much in the mind of the Dry-Ice supplier.

Production Catching Up

These artisans of the ice cream industry find Dry-Ice important in their manufacturing operations. Coated novelties, for example, are first made by forming the primary flavor around the stick in a series of molds, floated in a low temperature brine bath. A bond is established between the confection and the wall of the mold. To release the molds, the whole form is immersed in a hot water bath. This process wets the surface of the molded form and thereby prevents the application of the coating which is the next step. In addition to chilling, the vapors from Dry-Ice absorb the moisture from the surface of the form. The intense dryness of this atmosphere puts a glaze on the mold to which the coating will adhere.

Today, for the first time since the war and after years of short supply, industry production is catching up with overall demand. The erection of new plants in various areas of the country indicate that the supply situation will be eased considerably during 1950.

Program for Profits

from page 48

be given to the dealer at the same time he was asked to sign a contract and pay in advance for the circulars. (This matter of an ice cream dealer paying for advertising had never been attempted before in this market.)

The sales presentation outlined everything that we planned to do this summer in the way of general advertising, including our baseball broadcasts and the Sealtest Kukla, Fran and Ollie show on television. It also outlined the store merchandising program, detailing the things he was to do and the materials we would furnish in order to build ice cream business in his store.

Actually, two separate programs were set up, one for dealers equipped with soda fountains and one for dry stop dealers who sell package and bulk ice cream. There are other types of dealers who could not be included. These are restaurants, hotels, and institutions which do not sell ice cream to take out and grocery stores and others who sell package ice cream only.

The promotion was timed to coincide with the opening week of the baseball season. A four-color ad featuring a photograph of Ralph Kiner, the 1949 home run champion, appeared in the *Sun-Telegraph* Pictorial Review Section, Sunday, April 16. This ad offered Sealtest Half Gallons for one week only at eighty-nine cents each, which was

nine cents below the usual price. All dealers were given a fifteen cent per gallon reduction in price on this package during the week of the sale so that they would make their normal percentage of gross profit.

Getting back to the store circulars, we arranged with two *Sun-Telegraph* sports writers to write columns for the circular which carried the name "Baseball Topics" on the mast head. Our agency, Ketchum, MacLeod and Grove, Inc., supplied the balance of the copy and made up the dummy.

An interesting innovation was worked out so that the dealer's name imprint could be carried in the headline of the right hand column of the front page, so that it would appear to the casual reader that the individual dealer had put out the circular. Then on page 3 an ad which appeared to be the dealer's ad featured four special-priced ice cream items. The back page carried a four-color reprint of our Sealtest ad.

Better than ninety per cent of our fountain dealers signed up for this merchandising program and in many territories better than fifty per cent of our dry stop dealers who sell bulk ice cream signed up.

As a result, about 1,500,000 of these circulars were distributed by Sealtest dealers in our territory on Monday, April 17. As the population of our territory is estimated at 3½ million, this distribution is better than one copy per family.

Our store promotion material was built around a near life size (5'3") full color reproduction of Ralph Kiner mounted on an easel so that it could be placed just inside the door. (See photograph at top of page 48.) All Sealtest dealers received one of these displays but those dealers who signed up for the store merchandising program also received a set of display cards which could be attached at the top of the display by means of hinged steel rings.

These cards, size 12" x 10", featured a series of fourteen items for fountain stops and six items for dry stops. In addition, an 11" x 27" window streamer was furnished for each item featured on the cards.

To dress up the front of the store for this one week sale, we supplied a 5' x 2' Duckline Banner processed with two colors of Da Glow reading: "Welcome To Our Sealtest Ice Cream Carnival."

It can be reported that in the period the special price on half gallons to dealers was in effect, we sold more half-gallons than we had previously sold in two months.

A 600-line ad appeared in key newspapers Thursday, April 20, to give a final push on Sealtest Half Gallons.

We know that one objective has already been achieved because our drivers report that dealer distribution on Sealtest half-gallons is nearly 100%.

Another objective of which we are certain is that a high percentage of our dealers are enthusiastically cooperating in a merchandising program at the very beginning of the 1950 ice cream season. We are sure that we can keep them on this program because the results so far have demonstrated that it works. There are also plans in the works to provide additional push as the season progresses.

ZEROLL

REG. U.S. PAT. OFF. DES. IN CANADA
ICE CREAM DIPPER

Sizes—12, 16, 20, 24,
30. Price \$2.40
ea. f.o.b.
Toledo,
Ohio.

The high speed commercial dipper. Completely self-defrosting. Releases portion instantly when touched to dish.

BULKROLL

REG. U.S. PAT. OFF. DES. IN CANADA
ICE CREAM DIPPER

A new, giant dipper for bulk rolling ice cream from bulk can into hand packed pints and quarts. Does not compress the overrun.

Price \$1.50 ea.
f.o.b. Toledo, Ohio.

How to Sell More Bulk Ice Cream

Thousands of ice cream retailers are selling enormously increased volume of bulk units to home consumers by the Nuroll Dipper Combination sale offer. You, too can do it. Write for the free plan.

Copyright 1950—The Zeroll Company

NUROLL

REG. U.S. PAT. OFF.
One-Handed Type - Non-Mechanical
ICE CREAM DIPPER

The low-priced dipper for home users. A great sales promotion item. Sizes No. 16, 20 and 24. Price \$1.35 each f.o.b. Toledo, Ohio.

The ZEROLL Company

2410 Robinwood Ave.
Toledo 10, Ohio

ROLDIP

REG. U.S. PAT. OFF. DES. IN CANADA

A coined word suggestive of the way Zeroll, Nuroll and Bulkroll dippers cut and roll the portion without packing.

TRANSFER SPADE

A Zeroll Product

A strong, perfectly balanced tool for transferring ice cream from one bulk container to another. Price \$1.50 each f.o.b. Toledo, Ohio.



**MAKE A DELICIOUS
MAPLE NUT SUNDAE FROM
RECIPE IN *True Confessions* WITH
VERMONT MAID SYRUP
ICE CREAM**

Take home your ICE CREAM in a Jiffy INSULATED BAG

Recipe
Place Nuts whole, in halves, or coarsely chopped in maple syrup for one hour. Spoon nuts and syrup over vanilla ice cream and top with heaping spoon of whipped cream.
The coordinated promotion has been prepared by the magazine along with Penick & Ford of New York, sales agents for the Vermont Maid Syrup, and the Jiffy Manufacturing Company, suppliers of the Jiffy insulated bag.

Magazine, Syrup Firm and Jiffy Partners In Unique Promotion

HERE'S the newest and one of the smartest merchandising tie-ups that the ice cream industry has seen in many a day. A promotion designed to make ice cream sales leap has brought together a unique combination of a consumer magazine, a syrup manufacturer and an insulated bag supplier. All are coordinated through the expert offices of the American Dairy Association.

The poster illustrated on the top of the page is now available from ADA for the June Dairy promotion. It has been sent out to 3500 ice cream manufacturers and to 3500 supermarket and chain food stores.

The poster can be mounted on an easel or placed over the ice cream cabinet, banked by foods, toppings, or bakery products which are tied in to the display. The objective, of course, is for the retailer to achieve increased sales of ice cream along with related items. The poster itself is large and colorful.

Outstanding Recipe

This unusual promotion has been given a springboard by *True Confessions Magazine*. A double-page spread appears in the July issue of this widely-read publication, illustrating in full color how commercial ice cream may be temptingly served in the home. Innumerable suggestions are presented editorially and one outstanding recipe is given on the poster shown above. The recipe prepared by

Vivian Reade, homemaking editor of *True Confessions* is as follows:

"Place nuts whole, in halves, or coarsely chopped in maple syrup for one hour. Spoon nuts and syrup over vanilla ice cream and top with heaping spoon of whipped cream."

The coordinated promotion has been prepared by the magazine along with Penick & Ford of New York, sales agents for the Vermont Maid Syrup, and the Jiffy Manufacturing Company, suppliers of the Jiffy insulated bag.

Prices Marked

The food store manager marks his prices on the maple syrup and the ice cream so that the shopper quickly notes the cost and ease of taking home ice cream and syrup in the insulated bag for home made sundaes.

Although the posters are being supplied at no charge by the American Dairy Association and the Jiffy Manufacturing Company for the June Dairy promotion, some ice cream firms have already indicated that due to the short time available, they would like to undertake this promotion in the early Fall months. As a courtesy and in cooperation with the trade, the Jiffy insulated bag firm has agreed to make these posters available at no charge to ice cream manufacturers seeking to put on the sales drive later in the year, especially for a pickup of business after the summer peak season.

When It Comes To Ice Cream Bodies Ice Cream Men Come To

SCHNABEL CO.

PITTSBURGH 5, PENNSYLVANIA

Over 90 years of "Know How" at your service

Diabetic Ice Cream

—from page 50—

is sold in the store. Thus far, the product may be sold only in the city of Cleveland, and under federal regulations, may not be shipped out of the state.

To introduce the Diabetic Frozen Dessert, Liberty Ice Cream Company used newspaper ads, in addition to enormous window signs which stated simply, "Diabetic Ice Cream Sold Here." (See illustration at top of page 50.) When the special package was placed in self-service cabinets in drug stores, the public response was immediate and enthusiastic, according to reports. People came from con-



ARTHUR BRUGGEMEIER,
Production Manager of
Cleveland's Liberty Ice
Cream Company, was in-
strumental in his firm's ef-
forts to produce a frozen
dessert that could be eaten
safely by people restricted
in their diets.

siderable distances to make purchases and requests flooded the company for information as to where the product could be purchased in residential neighborhoods.

The diabetic frozen dessert is made only in vanilla flavor, but it is tentatively planned to produce coffee and perhaps other flavors as well. The package retails at thirty-nine cents and has attracted not only diabetics but other people on special diets. The effect has been to actually increase the sale of regular ice cream in the same outlets, as customers have been buying one diabetic package plus two or three pints of standard ice cream for the use of others in the family.

Chemical analysis of the frozen dessert by the H. O. Way Laboratory Service, Cleveland, Ohio, revealed that milk sugar was used as the sweetener and that no cane sugar enters the product. According to the laboratory, the calculated calorific value of this diabetic frozen dessert is 199 calories per 100 grams or approximately 3.5 ounces by weight. The examination of the pint package submitted by Liberty Ice Cream on April 11, 1950 resulted in the following laboratory analysis:

Fat (Ether Extract)	14.56%
Fat Free Solids	22.44%
Total Solids	37.00%
Protein	5.71%
Reducing Sugar as Lactose (Milk Sugar)	8.72%
Sucrose	None
Fat	14.56%
Ash (Mineral Matter)	1.37%

National Publicity

from page 54

June 6), illustrating in color and stressing the use of ice cream in the home and the many ways it may be served. Thousands of stores will use *Look* display posters and sales aids.

"Let Ice Cream Be Your Top Salesman" is the business theme song of *Super Market Merchandising*, the sales-building "bible" of 17,000 top executives for super markets across America. Published well in advance of the campaign, this publication devotes twelve pages to selling ice cream with more than 101 related food items.

Fawcett Publications, through their widely read June issue of *True Confessions*, is dedicating two full pages to the goodness of ice cream and ways to serve in the home. Vivian Reade, homemaking editor, has prepared a fascinating story to accompany the vivid color page illustrations that shows a heaping bowl of ice cream balls surrounded by delightful dishes to which ice cream gives that "extra something!"

Add to this campaign the local advertising of merchants across America featuring ice cream and you have a barrage with terrific sales impact. Several mat services are being made available to aid food stores and druggists all over the nation in pin-pointing local advertising to the national ice cream event. On the retail level, too, the American

JUNE 20 ISSUE (on sale June 6) of *Look Magazine* carries two-page story and pictures with the theme that "Ice Cream Is A Good Mixer." Included is the photo at the right, which illustrates ice cream's use with ice box cake, fruit gelatin mold, strawberry shortcake, and upside-down peach loaf. Photo is Copyrighted by *Look Magazine*.



Dairy Association is distributing 7,000 sales kits on the Ice Cream Festival to key retail groups covering 35,000 stores.

Augmenting the sales parade will be colorful ADA posters flashing the ice cream message to the buying public everywhere as thousands of express trucks move among the multitudes every daylight hour in cities and towns coast to coast.

All in all, the 1950 Ice Cream Festival is a sales-making package keyed to boom ice cream business to new sales horizons. June is the opener to an endless chain of months that will keep ice cream in the spotlight at the retail level and at the family tables of America's millions.

USE

WIN-YOU
BRAND

- ★ PEACH CUBES, ICE CREAM TYPE
- ★ REGULAR TRUE PEACH EXTRACT
- ★ CONCENTRATED TRUE PEACH EXTRACT

TO MAKE YOUR
PEACH ICE CREAM

TASTE

PEACH-E-E-E

ORDER NOW TO INSURE HAVING A SUPPLY ON HAND!

BLANKET-BAER

EXTRACT AND PRESERVING COMPANY

3224 S. KINGSHIGHWAY • SAINT LOUIS 9, MISSOURI

New Products

12-FOOT CABINET



A new twelve cubic foot ice cream merchandising cabinet with full length top opening has just been announced by Schaefer, Inc. It replaces two smaller size models.

This new Model O-12 is described as the largest single open top cabinet on the market. Included are such features as refrigerated partitions, plate glass side-wings, flood lighting superstructures designed and manufactured by Schaefer, product price strips, removable night cover and four-color Kodachrome pictures. Casters and three-dimensional pictures are also available.

The twelve cubic foot capacity makes it possible for this equipment to hold as many as 600 pint ice cream packages. Appearance and design of this new cabinet is in keeping with the modern styling of the 1950 models announced by Schaefer at the beginning of the year.

"The acceptance of this entirely new line indicates that Schaefer models for 1950 are what ice cream manufacturers de-

sire in ice cream cabinets," B. W. Hanson, President of Schaefer, Inc., said. "This new larger open top model is the result of field surveys on the part of our sales and marketing engineers. We believe that we can best serve the ice cream industry by manufacturing cabinets that sell more ice cream. Our sales to date have indicated the wisdom of this approach."

BULLETIN 600

The Chicago Stainless Equipment Corporation has announced the addition of the sweetwater circulating wall storage tank to its present line of refrigerating wall storage tanks.



The sweetwater circulating wall design reportedly assures economical and safe operation at low maintenance cost for the efficient cooling of milk, cream, ice cream mix and liquid food products. Bulletin number 600 describes the sweetwater circulating wall in detail with illustrations and specifications available in sizes from 600 to 6000 gallons—also in irregular

shapes for plants where space is a limiting factor.

Copies of bulletin number 600 may be had by writing the Chicago Stainless Equipment Corporation.

TWIN-SERV CATALOG

The Bastian-Blessing Company announces the issuance of a new 12-page 4-color catalog, which illustrates and describes its new Twin-Serv creamer units.

The catalog contains nine illustrations of actual installations of Twin-Serv soda fountains, three of which show the color schemes of the fountains and of the modern stores in which they are installed. Illustrations of all three Twin-Serv models—the 30-gallon, 40-gallon and 50-gallon ice cream capacity units—are included, and views of various working parts are shown. Measurements and other pertinent information, which would be needed by a fountain operator who contemplates installation of new equipment, also are given.

A copy of this catalog will be sent free upon request by the Bastian-Blessing Company.



INFORMATION PLEASE

Your Firm Name _____

Address _____

Your Name _____

Your Title _____

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 18, N. Y.

I would like to know more about the following New Products mentioned in the June issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐



again in '50 the SWING is to **SAVAGE** ICE CREAM CABINETS

To see
why,
turn to
PAGE 3

HANDBOOK

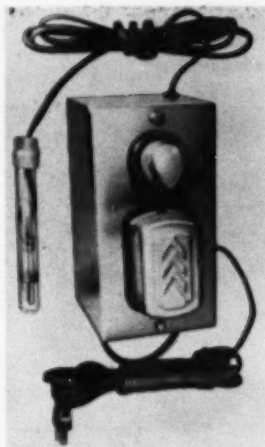
"A Handbook on Frozen Desserts" has recently been published by American Maize-Products Company, manufacturers of Frodex (Corn Syrup Solids). The Company emphasizes that the "Handbook" is not a promotion piece, as such. It is an attempt to give the ice cream manufacturer a summary of useful information aimed at all-around quality improvement, according to Robert L. Lloyd, Manager of Sales Service.

One section of the Handbook is devoted to a detailed explanation of the cost analysis worked out by Maize technicians last year. Representative formulas in key market areas are analyzed and several work sheets are provided for the manufacturer to put down on paper the picture of his own production economics.

THERMO-ALARM

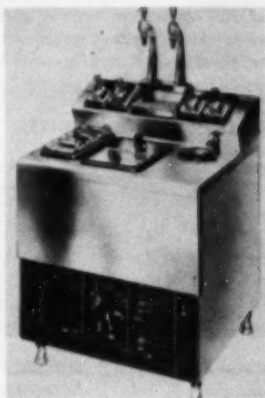
A unique plug-in warning system for refrigerated and heated equipment of every description is being offered by Mack Electric Devices, Inc. The system is known as "Thermo-Alarm."

The "package" system, comprising a super-sensitive thermostat and a small control and alarm-buzzer unit, plugs into any wall or floor receptacle and gives instant audible warning.



4 STANLEY KNIGHT BOBTAIL 6

The Stanley Knight Corporation has announced a new version of their 33" Bobtail. The new Bobtail, called the "Streamette," features a built-in running water dipperwell which avoids the necessity of attaching a separate dipperwell to an adjoining ice cream cabinet, according to the manufacturer.



Facilities include two draft arms, four syrup pumps, three crushed fruit jars and ample refrigeration storage space for bottle goods. The unit is self-contained with a 1/4 H.P. hermetically sealed condensing unit.

Literature and prices on the Streamette as well as other sizes of Bobtails are available from the Stanley Knight Corporation.

CAN PRO CIRCULAR 7

Canvas Products Corporation, manufacturers of insulated containers for ice cream delivery, has expanded operations to include the frozen food market, according to a company report.

C. R. Laurel has announced the publication of a new circular introducing the complete Can Pro container line to the frozen food industry.

Testing of the containers by firm officials has shown a very satisfactory holding time, Mr. Laurel reports.

A copy of the Can Pro Frozen Food Container circular, directed to the frozen food industry, can be had by writing Canvas Products Corporation.

"APPLE PIE" ICE CREAM 8

Oringer Manufacturing Company has introduced an "Apple Pie" ice cream concentrate for making an apple-flavored ice cream. This product is manufactured from apple slices which are blended into a mixture of pure-concentrated apple juices and pure-concentrated spices.

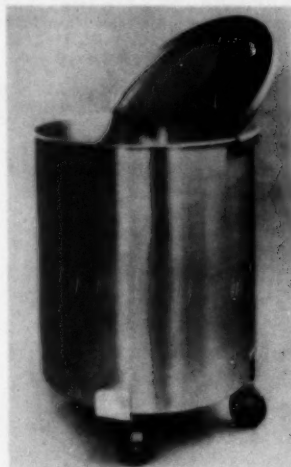
PENNCO BROCHURE 9

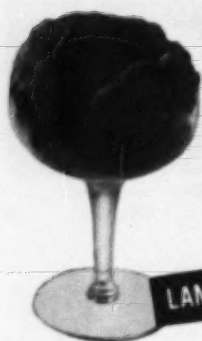
Pennco, Inc., has issued a new brochure in which is presented information pertaining to the firm's "Bob-ette," syrup and crushed fruit dispenser. Included in the booklet is a drawing of a cross-section of the unit, and dimensions are listed. Testimonial letters attesting to its influence on ice cream sales are also contained in the brochure, copies of which are available on request.

INGREDIENT CONTAINER 10

Glengarry Processes, Inc., has introduced a new ingredient container designed for plants where portable storage under a sanitary, corrosion-proof and rodent-proof condition is required.

Available in stainless steel or aluminum, these containers are of all-welded construction, have round corners, have special covers with a full, continuous-type hinge, and are equipped with casters. (See accompanying illustration.)





NESTLÉ'S
RUNKEL'S
CHOCOLATE FLAVORS
COCOAS
The Greatest Taste
in Chocolate
LAMONT, CORLISS & COMPANY

60 Hudson St., New York 13, N. Y.
 Branches in Principal Cities

SHOULDER BOXES

- Holds 10-15 doz. mar-
tins
- Half inch insulation
- White enamel finish
- Studs on bottom

Write for Details

New England
Vending Equip. Co.
 Webster, Mass.

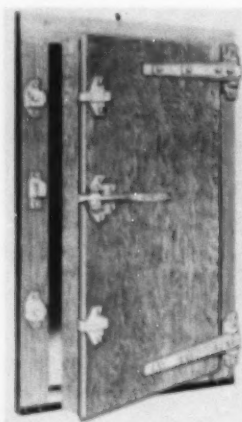


COLD STORAGE DOORS 11

Marine quality plastic bonded plywood cold storage doors are now commercially available in standard specifications for reach-in or walk-in coolers or freezers, according to an announcement by the Jamison Cold Storage Door Company. Up to now all such doors have been custom made.

An outstanding feature of the door is its rigidity and strength. With the development of synthetic adhesives and the extended use of thermo-setting resins, plywood can be bonded with joints stronger than the wood itself. Additional strength is furnished by highest marine quality plywood in which all plies are made of Grade A heartwood, free from defects. Cross lamination of the plywood distributes the strength equally in all directions. The opposing grain of adjacent plies opposes any tendency to expand or contract, and consequently eliminates warping or shrinking, the manufacturer reports.

The doors will withstand weathering and are serviceable over a wide range of moisture and temperature conditions, the firm



reports. The plastic bonded marine plywood does not support bacteria or fungi. The one-piece Monopanel construction reportedly presents a smooth and easy-to-clean surface.

PIX-LITER MERCHANDISER 12



A new low-cost, double duty ice cream merchandiser is now available through Wm. Melish Harris Assoc. The merchandiser can be used as a cabinet superstructure, or attaches right to back bar mirrors with suction cup grippers. The display comes "ready-to-use" for either purpose.

Each merchandiser has two full color, backlighted "Plastikolor-Pix" pictures, designed for greatest appetite appeal and attention value to attract impulse sales. The pictures and strips are changeable, and additional full color Pix are available from stock. They illustrate both take-home and fountain ice cream uses. The low cost of the Pix is said to permit frequent changes of pictures.

The Pix-Liter itself is made of enameled steel to match cabinets, and has a handy storage compartment that accommodates extra Pix and flavor strips. The pictures are framed in lighted crystal plastic which enhances their size and eye appeal.

GIRTON CATALOG 13

Girton Manufacturing Company has issued a new catalog describing its line of equipment for manufacturers of dairy products. There are sections on receiving

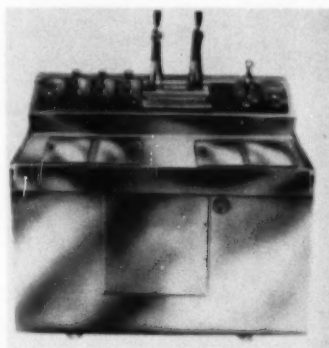
equipment, pasteurizers, flavor tanks, storage tanks, coolers, pumps, fillers, cheese vats, bottle washers, ice cream mold washers, and other equipment. Copies of the catalog are available on request.

FOREMOST LINE 14

Foremost Fountains, Inc., now offers a line of narrow fountains to line up with regular open kitchen equipment. Counter restaurants, coffee and tea shoppes, sandwich and snack bars, motels, and diners can now avail themselves of the same sanitary, quick-service soda fountain equipment used by the big chains.

This new equipment incorporates all the features in the Foremost soda fountain line: Sanitary one-piece top die stamped heavy gauge stainless steel; removable tilting refuse bins with stainless steel facing; round corners throughout eliminate dirt pockets and sharp edges; no wood in construction; instantaneous cooler—no unsanitary water bath; no stand pipe; all dry refrigeration with plate refrigeration in storage compartment, etc.

Literature illustrating and describing this new line is available on request from the manufacturer.





ff
foote & Jenks
Vanilla



FOOTE & JENKS • • JACKSON . MICHIGAN

McGraw
CONCENTRATE EMULSER
"for the finest in ice cream"

McGRAW CHEMICAL COMPANY
 811 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

Hudson's
VANILLAS

Hudson Manufacturing Co.
 119 NORTH UNION AVE., CHICAGO 6, U.S.A.

Finest Vanillas for Over 60 Years

PIC-A-BAR

A new ice cream dispenser, called Pic-a-Bar, is being manufactured by the West Coast Sheet Metal Works. The dispenser features a "serve-yourself" circular container with a transparent plastic cover built onto the top of a waist-high storage compartment.

Encased in a stainless steel shell, the dispenser measures thirty-five by thirty by thirty-nine inches and has a nine-foot storage capacity, made possible by "Santocel," a relatively new insulation material produced by Monsanto Chemical Company.

Additional information is available on request.

DOJAMA BOARDS

Advertising displays ranging from name plates to bulletin boards are currently being manufactured by Dojama Eastern Corporation. Featured are the flavor boards illustrated below on which each ice cream flavor is displayed in a distinctive identifying color (cherry in red, banana in yellow, etc.).

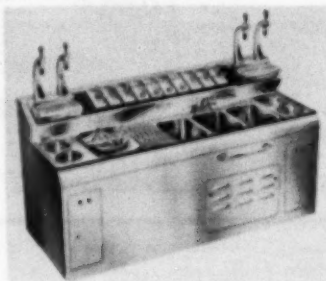
Dojama boards can be mounted or hung from any surface, even glass, the manufacturer reports. They are made entirely of lightweight Dow Styron plastic. Letters are replaceable, and flavors and colors are quickly and easily changed.

Distributorships and dealer-arrangements are sought by Dojama. Additional information is available on request.



15 PHENIX BOBTAIL

Phenix Soda Fountain Company, Inc., has announced that its new line of equipment has been placed on the market, and that one new model is a feature of this year's line.



Illustrated here, the new unit is a bobtail type fountain that measures six feet, six inches long. It offers double service, and has all the features of the firm's other similar units, such as all-dry instantaneous cooling; one-piece, die-stamped top; and one-piece, die-stamped sinks with fingertip-controlled drain. A light in the storage department flicks on whenever the lid is opened.

Additional information and descriptive literature about this Model 666 is available on request from the manufacturer.

DRUG STORE SURVEY

Copies of the recently published New National Drug Store Survey are available without cost to ice cream manufacturers for use by their salesmen, according to the Paraffined Carton Research Council, sponsors of the survey.

The survey analyzes fountain operations in retail drug stores and indicates that the soda fountain can be one of the most profitable departments in these stores. Ice cream's role in this picture is clearly depicted.

17 STERWIN CATALOG

Sterwin Chemicals Inc. has issued its first catalog under its new name, giving complete details on its leading products, P. Val Kolk, President, has announced.

Sterwin formerly operated as the Special Markets—Industrial Division of Winthrop-Stearns, Inc., and the Vanillin Division of General Drug, Inc. It markets bulk products produced by various subsidiaries and divisions of Sterling Drug, Inc., used by millers, bakers, flavor suppliers, confectioners, food, beverage, ice cream manufacturers and other industries. Its newest line of products is sold under the brand name of Parakeet, certified food colors, produced for Sterwin by Sterling's Hilton-Davis Chemical Company Division.

VENDING BODY

Barry & Baily Company has developed a new vending body with a capacity of 150 gallons of ice cream. Construction includes aluminum roof and panels, and 6" of cork insulation in the floor, 6" of fiberglass in the walls and ends, and 8" of fiberglass in the roof.

Inside of the body is a twenty-gauge galvanized steel tank with .032 corrugated aluminum lining. Light shields are included on two sides and the rear corners.

Additional information and descriptive literature are available on request from the manufacturer.



CONE DISPENSER

21



One of the problems faced by retailers in the dispensing of ice cream cones is the maintaining of the cake products in a crisp and palatable state. Customers have often complained about the soggy condition of cones and there is no measuring the resultant loss in ice cream cone sales.

To combat this difficulty, the S & S Cone Corporation has developed a sanitary acetate container with features designed to keep the cones warm and crisp. A light bulb in the dispenser accomplishes this, the firm reports.

Another advantage of this system, according to the manufacturer, is the attractiveness of the cone display. The light bulb serves as an eye-catching device which prompts many impulse sales.

Wire holders in the dispenser facilitate the handling of the cones, and keep the cones neatly stacked. (See accompanying illustration.)

A spokesman for the cone firm pointed out that these features are designed "for bigger counter profits from start to finish." He said that the cone dispenser will help sell "considerably more" ice cream cones.

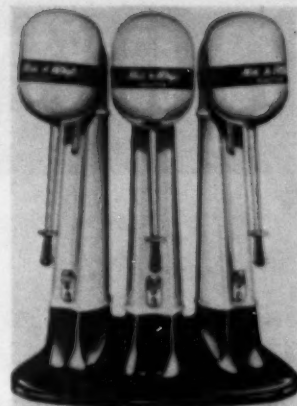
Additional information and descriptive literature is available on request from the manufacturer.

"AIRO-AGITATOR"

22

The Racine Electric Products Division of Howard Industries, Inc., announces a major improvement in the fountain mixer line: the "Airo-Agitator."

All models of Mix-n-Whip fountain mixers (standard, deluxe or triple as shown) now come equipped with the "Airo-Agitator." This stainless German silver agitator reportedly penetrates the hardest ice cream quickly and easily and cuts lumps of ice cream to slush in thirty

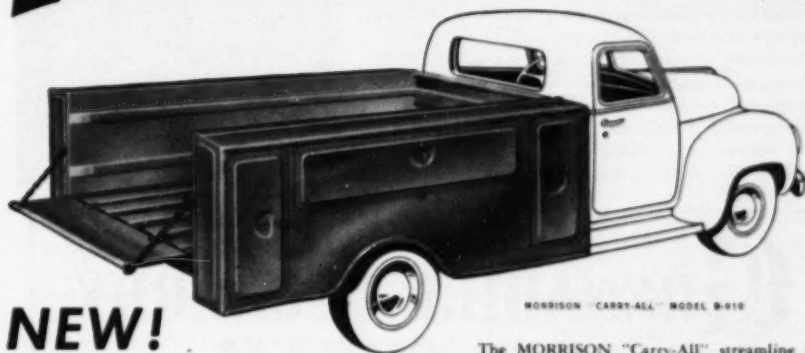


seconds and moves it to the top of the mixture—all the while drawing air down into the mixture.

Each spindle on the Mix-n-Whip triple is an independent unit. Operators can use the remaining two spindles if one should be stopped for repairs. This triple spindle takes up only the space of two standard single mixers, the manufacturer states.

Descriptive circular matter is available on request.

The New 1950 MORRISON "Carry-All" Body Preferred by Ice Cream Manufacturers for Refrigerator and Sign Installation Service!



MORRISON "CARRY-ALL" MODEL B-910



NEW!

**HUSKY, WIDE AND HANDSOME!
A Better Body at a Lower Cost!**

The MORRISON "Carry-All" streamline design and durable construction permits easy handling of heavy refrigerators. Large, locking, weatherproof compartments are keyed alike. The "Carry-All" is the ideal body for your refrigerator and sign service truck. A complete line of accessories are available to suit your particular requirements.

MORRISON STEEL PRODUCTS, INC.

655 AMHERST ST. • Carry-All Body Division • BUFFALO 7, N. Y.

Write for the new guides to the selection of service bodies and accessories. They're yours free for the asking.



again in '50
the SWING is to **SAVAGE**
ICE CREAM
CABINETS

Look on
PAGE 3
and find
out why!



SCHNABEL BODY

23

The Schnabel Company has developed a combination body which is so insulated and constructed that in addition to carrying ice cream in the two small front compartments, the user can carry other dairy products in the back compartment. Thus, the firm points out, one vehicle accomplishes both types of delivery per stop.

This unit is capable of carrying 400 gallons of ice cream and more than 100 cases of milk. Additional information and descriptive material is available on request from the manufacturer.

"HANDY LIFT"

24

A new grip lifter known as "Handy Lift" has been developed by H. L. Triestram, and is designed for lifting of ice cream cartons in soda fountain cabinets (See accompanying photograph).

The lifter is made of roto-finished cast aluminum and is attractive in appearance. The lifter grips the can with or without the metal rim on the top of the can, and makes handling of the cans an easy and sanitary process, the manufacturer reports.

The pull is straight up with this device, the manufacturer points out, and it will

not tear the paper of the can. The heavier the load, the tighter the grip, it was said.

Additional information and descriptive literature are available from the manufacturer.



WOOD CABINET

25

G. R. Wood Cabinet Company has developed a new ice cream cabinet designed to enable retailers to dispense ice cream from horizontal containers and thereby cut dipping time by one-third, according to the manufacturer.

The accompanying photograph (at the top of the right-hand column) shows the firm's ninety-gallon cabinet with back-splash and stainless steel front combined with the fifty-two inch fountainette dispensing unit and three-section sink. Width of the cabinet is 28½ inches and its height is 36½ inches.

Additional information and literature are available on request from the manufacturer.



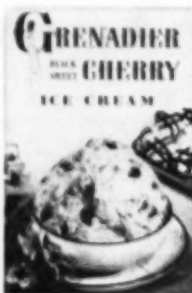
MIXIE DIXIE

26

Dixie Cup Company announces the Mixie Dixie, the Jumbo Dixie Cup designed for mixing and serving large drinks such as malts, shakes, and floats.

Market tests, the company points out, have demonstrated that the Mixie Dixie boosts fountain sales. Drinks look bigger and better in Dixies of this new design, according to the firm.

The Mixie Dixie is a 24-ounce Dixie that fits right on the mixing machine. It is designed for speedy efficient carry-out service. Mix, snap on the lid, and the drink is ready to go.



GRENADIER BLACK SWEET CHERRY ICE CREAM

A superb black sweet cherry ice cream created by the originators of "Whitehouse" Cherry. Gorgeous full color promotional material available. Also, Genuine "Grenadier" Black Sweet Cherries.


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G. P. GUNDLACH & CO.

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"Servants To The Dairy Industry"



Tri-State Group Elects L. G. Galliker, Hears Hibben, Hennerich, Others

MORE than 300 representatives of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware, last month heard leading figures in the industry decry the government's fiscal and spending policies; predict a seven billion pound milk surplus this year; urge greater merchandising efforts to develop potential customers among the nation's 29 million children under ten years; and were warned of the dangers inherent to the industry if present high standards of quality should be relaxed and if substitute products would be permitted to infiltrate into markets.

The occasion was the 43rd annual convention of the association, held May 17, 18 and 19 at the Hotel Bedford Springs, Bedford, Pennsylvania.

Before adjourning the members elected as President of the Association Louis G. Galliker, President, Galliker Ice Cream Company, Johnstown, Pennsylvania. Mr. Galliker succeeds A. F. Snyder, Harrington Dairy Company, Dushore, Pennsylvania.

Warning the ice cream manufacturers that money which could be invested in the nation's industrial plants, and in consumer goods, is being diverted and drained off into expensive government experiments, Dr. Alfred P. Haake, Economic Consultant to the General Motors Corporation, urged the manufacturers to resist the temptation in their own communities to accept Federal aid for local projects.

Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers, in a major address, reported that, "There are over seven billion pounds of milk being produced currently in the United States without a market, and under the Government price support program, this will require the Federal Government to purchase over four percent of the milk production this year as compared to a little over two percent last year."

Mr. Hibben further pointed out that, as of May 3, 1950, the Federal Government has contracted for the following dairy products:

Butter	117 Million lbs.
Cheese	28 Million lbs.
Dry Milk Solids	247 Million lbs.

"Representatives of the Dairy Branch, USDA, have stated that they would like to get out of the dairy business," Mr. Hibben continued, "and we believe them. How can this be accomplished? Only one way, and that is by the different branches of the dairy industry increasing their sales and merchandising efforts and giving Americans plenty of good eating."

Quoting a statement by the American Dairy Association, Mr. Hibben announced that the ADA is cooperating with the International Association of Ice Cream Manufacturers and other organized groups in the dairy industry seeking to raise advertising and publicity funds from the one million dollars currently available to over six million dollars.

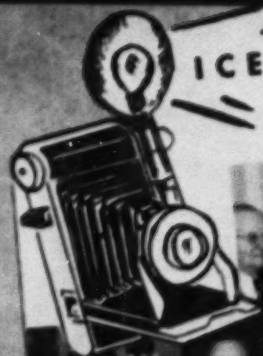
The new plan for dairying, according to the ADA statement offered by Mr. Hibben, would offer consumers "plenty of good eating" and provide farmers a "fair return on production" without hitting the taxpayers pocketbooks and piling up huge surpluses.

Under the terms of the plan, which would attempt to set a pattern for all agriculture by adopting a platform for business action designed to bring consumption in line with production, Mr. Hibben pointed out that it had been estimated that stepped up industrywide advertising, merchandising and selling would increase consumption of dairy foods in the nation's homes at the rate of seven billion pounds of milk a year.

Urging the manufacturers to lend their support to the program, Mr. Hibben said, "We have a natural—ice cream has real worth—real sales appeal. It is in Group 4 of the Basic Seven Foods. It is accepted as a dairy food. Ice cream needs more promotion. Support the industry's promotional organizations and tie into their programs to increase your sales. When the industry does this—on a united basis—producers and processors—then we will get the Government out of the dairy business."

Increased emphasis on the retailer and more attention to his problems were recommended by George W. Hennerich, Managing Director of the Ice Cream Merchandising Institute, Inc., Washington, D. C.

"There are surveys," Mr. Hennerich said, "which show retail business is not falling off in many areas—yet ice cream sales are



ICE CREAM FIELD
photos





DIRECTORS' COCKTAIL party at the Pennsylvania, New Jersey, Delaware Spring Convention was attended by:

1ST ROW: Robert Hibben of the International Association of Ice Cream Manufacturers, Bill Shaw of Breyers, G. Stanley McKenzie, President of the International Association, William H. List, Secretary of the Penn., N. J., Delaware Association and J. F. Garber of Penn Dairies; W. S. Hager, Deputy Secretary of Agriculture with Ridgway Ken-

nedy, Jr. of Abbotts; C. M. Noetzel of Borden's, Wilmington, Prof. C. D. Dahle of Penn State College and Technical Editor of ICE CREAM FIELD with Bert Sweeting of Meadowsweet, Tacoma, Washington.

2ND ROW: Ray Perry of Hygeia Ice Cream Co., with Frank Hoover of Abbotts; George Hennerich of Ice Cream Merchandising Institute; Wesley Potts of Potts Ice Cream, Neal D. Kelley of National Dairy Council and Norman Thomas of Joe Lowe Corporation;

Mr. McKenzie and Mr. Hibben talking over International Association activities.

3RD ROW: Mrs. R. Kennedy, Mrs. N. Thomas, Mrs. W. Potts and Mrs. R. C. Hibben visiting at the party; A big three from Philadelphia Dairy Products included Fred Roberts, Jim Meahan and Abe Snyder; Bob Smith, consultant, of Scranton, Pa., with Lou Galliker of Galliker Dairy. Photos by the ICE CREAM FIELD man.

falling off. We certainly should survey the dealer's area to find out what his trade prospects are—to give him some ideas about going out after the business potential. And the business potential is there. There are more people in this country with more money to spend. In the last ten years there have been more marriages in this country than in any other ten years. There have been 17,372,000 marriages. And there are now 29 million children under the age of ten. New families—new prospects—new homes to which to direct your advertising appeal."

Reporting on a survey of delivery costs conducted by his organ-

ization for the association, Robert T. Smith, Consultant, of Scranton, said that the cost of distribution of ice cream, among the companies reporting in the survey, averaged fifty percent higher in 1949 over 1946.

Other speakers on the three-day program included: G. Stanley McKenzie, President of the International Association of Ice Cream Manufacturers; Charles Lando, Industrial Fellow, Penn State College; Bert Sweeting, President Meadowsweet Dairies, Inc., of Tacoma, Washington; and Richard Dougherty, Philadelphia Dairy Products Company, and others.

BEDFORD SPRINGS, Pennsylvania, was scene of recent convention of Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware. Seen there were (See Page 88):

1ST ROW: C. W. Larson of Dairy Products Improvement Institute, George M. Bracke of Reich-McJunkin, Mr. & Mrs. J. Jack Ernst of Frigid Freeze, Abe Snyder of Harrington & Co., Mrs. C. D. Dahle of Pennsylvania State College; Mr. & Mrs. Calvin Leichtman of Leichtman Ice Cream Co.; Robert Rosenbaum of D. Michael & Co., with Mrs. Bud Hill of Borden's. All of the above pictures were taken at the Directors' cocktail party.

2ND ROW: Barr Cannon of Schnabel Co., E. R. Weigman and H. E. Passmore of Anheuser-Busch; Sumner Bates of Lamont, Corliss, C. V. Warfel of Vanilla Laboratories; H. C. Campbell of Morris Paper and Bill Chapin of Vanilla Laboratories; Mr. & Mrs. Abe Snyder.

3RD ROW: Dewees Showell of Mulholland-Harper, Lee James of Borden Ice Cream with L. F. Kilmarx, C. R. Hilton and J. M. Brown of Pure Carbonic Co.; H. W. Murphy of

Murphy Body Works, Albin Mahler and J. R. Carroll of Brown's Frosted Foods and Robert Kerney of Parke's Vanilla Products.

4TH ROW: Joseph Conway of Robert Johnston Co., and George Anderson of the King Company; M. R. Burke of Robert M. Green Company; King Martell and Bob Davison of Kelco Co., with Mrs. Martell and Hank Mittelhauer of Ice Cream Novelties; Morris Yokai of S & S Cone with George W. Greene of Drumstick, Inc.

5TH ROW: Fred Hollweg of Dunn's Gelatin, Howard Grant of ICE CREAM FIELD and G. G. Balch of Balch Flavor Co.; Phil Tinney and Ernie Sonderman of Lily-Tulip, Dave Gundrum and R. A. Gundrum of Morris Paper Mills; Charles Zarotte of Joe Lowe Corp.

6TH ROW: Harry S. Hyman of American Food Labs, John Burden, Philadelphia Dairy Products, Clifton T. Mowar of Mowar's Dairy and M. Hyman of American Food Labs; Herb E. Wolff of S. J. Wolff Company; Rex Paxton of Sutherland Paper Company; Eugene Weiller of Weiller Co., and Milton Leicht-

man of Leichtman Ice Cream; Rhen Gundrum of D. Michael & Co.

7TH ROW: Mrs. S. N. Rosebury, Frank Poulterer of Germantown Mfg. Co., Vernon Smith and Mr. & Mrs. Duane Poulterer of Germantown Mfg. Co., and Mr. & Mrs. Gene Pearce of Pa-Ro Ice Cream Co.; Mr. & Mrs. Howard Strayer and Bob Limpert of Limpert Brothers, Inc., Bob Long of Continental Can Co., and Mr. & Mrs. Heath Tuttle of Anderson Bros. Mfg. Co.

8TH ROW: Mr. & Mrs. John W. Young of Pioneer Division, Borden Company, Paterson, N. J., and Mr. & Mrs. E. E. Williams of the same firm with Wes Vogel of Savage Arms; Albin Mahler and J. R. Carroll of Brown's Frosted Foods, W. H. Rogers of Sealtest and Keith Van Buskirk of National Pectin Products Co.

9TH ROW: William Postinger of Horner Sales Co., A. D. McKnight of Cherry-Burrall, Nick Haflron of Pure Carbonic and Bill Berg of Cherry-Burrall; Al Parks of D. Michael & Company; James J. Downs of Bloomer Brothers, Mr. & Mrs. Jack Hutchinson of Bloomer Brothers, Mr. & Mrs. Robert Fall of Kalvinator.

Flavor Men Re-elect Officers

RE-ELECTION of all officers marked the 41st annual convention of the Flavoring Extract Manufacturers Association, held May 8 to 10 in Atlantic City, New Jersey. Consequently, John N. Curlett remains President; Frank D. Nowland, First Vice President; W. G. Grant, Second Vice President; W. H. Hottinger, Jr., Third Vice President; Leland P. Symmes, Secretary; and Lyold E. Smith, Treasurer.

Three principal speakers during the convention stressed the popularity of vanilla ice cream, and pointed out that flavoring manufacturers could appreciably broaden their market and add to their sales by promoting an increase in the proportion of vanilla used in ice cream.

Dr. P. H. Tracy, University of Illinois, presented valuable data from an ice cream consumer test recently conducted by his school. An article based on his talk is published elsewhere in this issue.

Ray Schlotterer, Secretary of the Vanilla Bean Association, reviewed developments in the world supply and market of vanilla beans, with stress on the restoration of a free market for the Madagascar crop.

I. F. Plagge, Chairman of the association's research committee, pointed out that "where consumer tests have been conducted with a good-flavored ice cream made with a good Mexican vanilla extract, the story of that vanilla was simultaneously told and glorified to the consumer by advertising. The sales of such an ice cream have increased beyond any expectancy."

Attendance at the convention was the second highest in the association's history. John H. Beach was chairman of the convention committee, and Louis J. Woolf was in charge of the business program.

New Headquarters for DISA

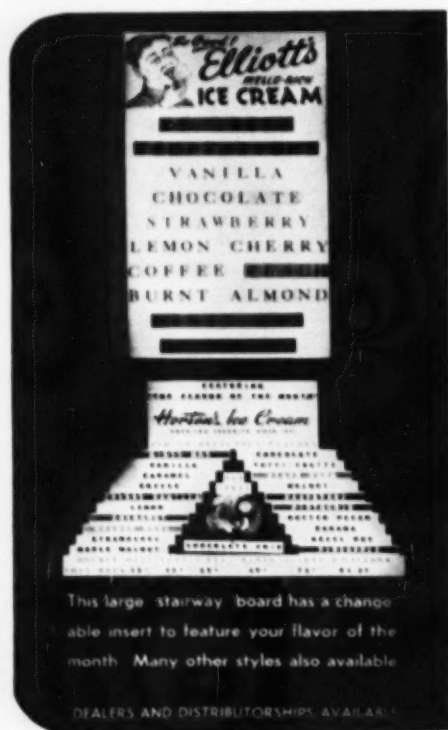
The headquarters of Dairy Industries Supply Association, in the Albee Building in Washington since the early war years, were moved on June 1 to 1108 16th Street, N. W., Washington 6, D. C.

"The new location provides facilities more suited to DISA's present needs than the area it has busily occupied for more than seven years," a DISA spokesman announced. "Our membership is larger now than in the pre-war or war periods and our service activities are wider and more complex."

The new headquarters, as were the earlier, are convenient to numerous hotels and to some of the federal departments and administrative agencies and to various other important centers of trade and economic information, he said.

Chicago Mixers' Outing Set

Plans have been completed for the Chicago Dairy Mixers' annual summer outing and golf party, according to Publicity Chairman Bob Nelson of the Johnston Chocolate Company. The scene will be the Rolling Green Country Club. Mr. Nelson states that the golf committee has come up with new and unusual ideas which should produce a golf party that will be remembered for a long time. Date of the outing is June 27.



NEW FLAVOR BOARD IDEA!

**Features Your Ice Cream
In A Fiesta of Color!**

There'll be more attention . . . and increased sales . . . for your ice cream with these beautiful new flavor boards. Each flavor is displayed in a distinctive identifying color . . . cherry in red, banana in yellow, etc. . . so there's more eye appeal, plus taste appeal.

Dojama Boards can be "hidden" mounted or hung from any surface, even glass, without the need of tools, screws or marring of surfaces. They are made entirely of lightweight Dow Styron Plastic—longer wearing, chip resistant and easily cleaned. Letters are replaceable. Flavors and colors are quickly and easily changed. Boards may be easily demounted for changing.

You must see this board in full color to appreciate its attractiveness. Check these advantages, then check with Dojama* for full details. Any style or size board may be fabricated to your individual specifications!

Completely versatile

- ✓ More colorful
- ✓ Longer wearing
- ✓ Positive brand identification
- ✓ Letters, flavors and colors changeable and replaceable.
- ✓ Easy to clean
- ✓ Mounts on any surface
- ✓ Greater taste appeal

MANUFACTURED BY

DOJAMA EASTERN CORPORATION
CORDONSVILLE VIRGINIA

*Trademark

Purdue Clinic Reports

OFFICIAL judging of ice cream samples at the Annual Ice Cream Institute held at Purdue University April 20 showed improvement in the manufacture of Indiana ice cream but showed a need for more uniform color and natural flavor in vanilla ice cream.

Professor P. S. Lucas, Dairy Department, Michigan State College, who did the official scoring of the more than forty samples submitted by that many Indiana ice cream firms, stated that the butterfat content was surprisingly uniform, averaging more than two per cent above the state minimum requirement. He did criticize some of the ice cream for lacking "freshness" and indicated it may be due to the use of frozen cream that lacked high quality and flavor.

The one-day Institute, sponsored by the Indiana Dairy Products Association, was attended by 110 ice cream company representatives. R. A. Larson, Executive Secretary of the Association presided at the morning sessions and C. Floyd Byers, Association President, was in charge during the afternoon program.

Other men who appeared on the program included Dr. F. J. Babel, Dairy Bacteriology Department, Purdue; V. J. McDade, Merchandising Manager of the Goldenrod Ice Cream Company, Chicago; A. J. Graber, Vice-President of Sealtest Cloverleaf Creameries, Huntington; H. J. Brown, Owner and Manager of the Cloverleaf Milk and Ice Cream Co., Valparaiso; John Taylor, State Department of Health; D. H. A. Hollender, Professor K. V. Bryan, and Professor H. W. Gregory, Chief, all of the Purdue University Dairy Department.

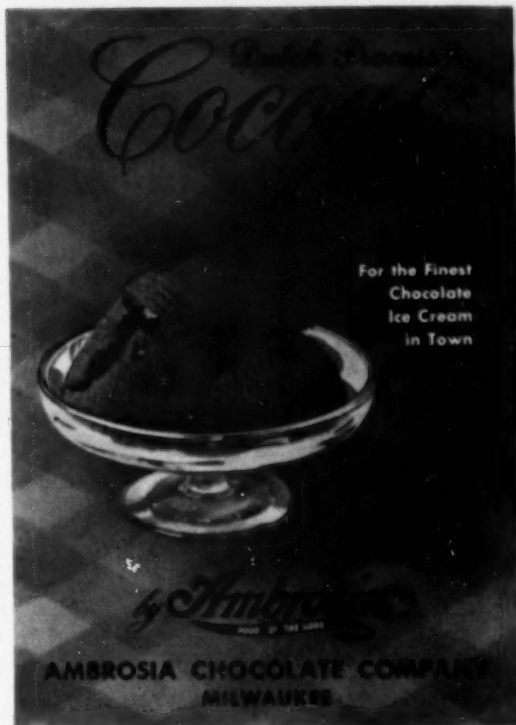
Mr. Graber pointed out that while retail sales declined in general in February, ice cream sales increased. He attributed this to the greater use of home freezers, tremendous sales of food markets and capacity of the ice cream industry to supply the tonnage demanded by the food trade.

Mr. McDade declared that a combination of all possible uses of advertising, a quality product and untold amount of sanitation teaching to retail outlets has made possible great increases in the sales of ice cream. He pointed out that "soft" ice cream is proving a boon to sales for some ice cream companies. He feels that

PURDUE UNIVERSITY'S annual Ice Cream Clinic, held April 20, was sponsored by the Indiana Dairy Products Association. Present were (left to right): R. A. Larson, Executive Secretary of the association; Professor H. W. Gregory, Chief of the university's Dairy Department; and Professor P. S. Lucas, Michigan State College, who served as official judge for the ice cream sampling phase of the proceedings.



ICE CREAM FIELD, June 1950



there is a place for such a product for malted milk use and for parfaits, pies and special dishes.

The Purdue Dairy Department made full analysis on all ice cream samples submitted to the Department in advance of the meeting. Dr. Babel found that there was a marked improvement in the bacterial count of the ice cream with only fourteen samples being placed in the "poor" class. The average butterfat content of the samples was slightly over twelve per cent, with the minimum State standard being ten per cent. The solids content of the ice cream varied from about 36.5 per cent up to forty per cent. An estimation of overrun on the ice cream samples showed a wide range from a low of about sixty per cent to a high of over 100 per cent, although all samples met full requirements for fat and total solids content.

Mr. Taylor mentioned that the State is now allowing the manufacture of diabetic ice cream when proper labeling provisions are carried out. He stated that the industry has made rapid progress in improvement of sanitation in its plants and it is reflected in the low bacterial and coli content that is found in Indiana ice cream.

The forty-two un-marked one-half gallon samples of ice cream were made available to the group for comparisons as to flavor and scoring.

Penn State Exposition Held

The Penn State chapter of the American Dairy Science Association, celebrating its twenty-fifth anniversary as an organized branch of the national group, presented its annual Dairy Exposition at the State College, Pennsylvania campus during the week of May 13.

ADA Executives to Meet

Keyed to expanding membership in the Western states, the summer session of the American Dairy Association executive committee, will be held July 24 and 25 at the Hotel Baxter in Bozeman, Montana. C. R. Schoby, ADA president, has announced.

Montana was one of the original six states in 1940 that banded together to organize the American Dairy Association. In its first decade of market-building service to dairying, the association of dairy farmers has grown to forty states representing ninety per cent of the nation's milk supply.

The executive session in Bozeman will bring together state and regional delegates from all parts of the nation. The meeting will be devoted to drafting expanded advertising and merchandising plans to step up the sale and consumption of dairy foods in level with the nation's milk production.

Meanwhile, it was announced in Toronto, Canada that Canadian milk producers, recognizing the need to advertise and merchandise dairy foods, have organized the Dairy Farmers of Canada patterned after the American Dairy Association.

Recently a delegation of six representatives from the new Canadian association visited ADA headquarters in Chicago. After conferring with Owen M. Richards, General Manager, and staff, they formulated plans for launching a similar promotional program in the Canadian empire.

Dairy Farmers of Canada have established headquarters at 409 Huron Street, Toronto. The first advertising set-aside will be

made this month from farmer's milk and cream checks at dairy plants throughout the provinces.

Rate of Set-Aside is a penny a pound of butterfat delivered during June. It is expected that at least seventy-five per cent of all milk producers will participate the first year.

The new program will be confined to magazine, newspaper and radio advertising. In related food activities, the Dairy Farmers of Canada will cooperate with food manufacturers to expand the effectiveness of the dairy food campaigns.

Erle Kitchen is Secretary-Manager of the Dairy Farmers of Canada and O. J. W. Shugg is Publicity Director.

1500 to Attend Cornell Conclave

Eyes of the nation's dairy industry will be focused on Cornell University June 20 to 22 when an expected 1500 delegates hold their 45th annual meeting on the Ithaca, New York campus.

Scientists from all parts of the United States and Canada will present 142 papers based on their research in the fields of dairy production, manufacturing, and extension activities. Reports will be presented also on the latest developments in all phases of the dairy industry.

Outstanding scientists will be honored. Two Borden Awards of \$1000 each will go to the scientists doing the outstanding research in dairy production and dairy manufacturing; the American Feed Manufacturers' Award of \$1000 will be given for outstanding research in dairy cattle nutrition; and the American Dairy Association Honors Award of a plaque and life membership will be made to a veteran scientist.

"RECO-FAB" FROSTI-VAULT

A NEW NAME FOR AN ESTABLISHED DEPENDABLE PRODUCT

Heavy Duty, Low Temperature Metalply Vaults

Metalply inside and out (Aluminum bonded to plywood)

RECO-FAB FROSTI-VAULTS AVAILABLE:

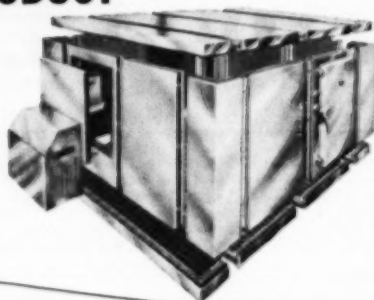
- In Lengths to 120 Feet
- In Widths of 8, 12 and 16 Feet
- In Heights of 8, 10 and 12 Feet
- With Insulation of 4, 6, 8, and 10 In.

RECO-FAB FROSTI-STIK FREEZERS

- ✓ **COMPACT:** requires no more space than an Ice Cream Cabinet.
- ✓ **READY TO RUN:** plug-in and open valves.
- ✓ **NO EXTRA EQUIPMENT:** Price includes, Molds, Stickholders, and if desired, built-in Chocolate Dipping and Defrost Tanks.
- ✓ **WIDE RANGE OF SIZES AND CAPACITIES:** From 1,000 to 4,000 pieces per 8 hour day and larger.



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ILLUSTRATED SALES MANUAL



RECO-FAB FROSTI-VAULT REACH-IN

Fill a critical need for additional bulk storage of Frozen Food and Ice Cream Ice

- Super Markets
- Retail Food Stores
- Institutions
- Farms
- Frozen Food Dealers
- Ice Cream Dealers



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PRODUCTS DIVISION
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FRENCH MANUFACTURERS of ice cream (Congress National Des Glaciers) met in Paris early in March for their annual convention. A banquet was one of the high spots of the conclave, and one of the high spots of the banquet was a delicious ice cream pudding. In the photograph, above, a waiter serves the dessert to Raoul Chardon (second from the left), President of the Association of French Ice Cream Manufacturers (Confederation Nationale Des Fabricants De Glaces).

Milk Institute Names Beach

B. F. Beach of Adrian, Michigan, is new Chairman of the Board of the American Dry Milk Institute, Inc. He was elected at the Silver Anniversary annual meeting which closed at the Hotel Edgewater Beach, Chicago, April 26.

Mr. Beach succeeds H. R. Leonard, St. Paul, who declined reelection after five years as chairman. Mr. Leonard remains a board member. Other officers chosen were Paul Young, San Francisco, Vice Chairman and L. E. Metzger, Chicago, Secretary-Treasurer. The Executive Committee is composed of the officers and also Directors M. M. Boney of Bellingham, Washington; W. T. Crighton, Springfield, Missouri; E. A. Pool, New York; and F. D. Stone, Minneapolis.

C. M. Peterson, Minneapolis, retired from the Board after twenty-one years of service. To fill the vacancy the membership elected T. G. Stitts, Boston, Massachusetts. Directors reelected to the twenty-one man board were Mr. Boney, E. S. Schultz, Cameron, Wisconsin; W. H. Stabler, Los Angeles; F. H. Suhre, Columbus, Indiana; and G. W. Tobelt, Columbus, Ohio.

The session closed with the silver anniversary luncheon with M. M. Boney as toastmaster.

Attending the "Technical Banquet" preceding the meeting, scientists from university, government and industry laboratories heard experts discuss fields of use which offer commercial markets for nonfat dry milk solids.

Dr. P. H. Tracy, University of Illinois, speaking on "Use of Nonfat Milk Solids in Ice Cream," reported that there are eleven distinct advantages to using dry milks to provide concentrated serum solids in ice cream. He also said that "special consideration should be given to soft ice cream as an additional outlet for

nonfat dry milk solids. Products high in serum solids when properly sweetened and flavored have consumer appeal. From a nutritional standpoint they have a definite place in the diet of all people, but particularly of children and older people."

NDC To Meet in January

Milton Hult, President of the National Dairy Council, Chicago, has announced that the 36th Annual Meeting-Winter Conference of NDC will be held in Kansas City, Missouri, at the Hotel President, January 29, 30 and 31, 1951.

The program for the three-day session will be focused on practical sales promotion-public relations problems of the dairy industry.

The first day's program will be of interest primarily to Dairy Council personnel and Unit industry officers. On the morning of the second day the Board of Directors of NDC will hold its annual meeting, to be followed by the official opening luncheon at which a nationally known economist will project his thinking into "what's ahead" for the dairy industry. The rest of the program will be devoted to special marketing, sales, and public relations discussions, keyed to industry needs.

The NDC Committee in charge of planning the program consists of Lloyd H. Geil, Chairman, and Director of Public Relations, Mrs. Ethel A. Martin, Director, Department of Nutrition Service, Frank A. Smola, Educational Director, Miss Alice Cooley, Director, Department of Program Service and Miss Esther L. Brown, Department of Affiliated Unit Service.

WHEN IT COMES TO NUT ICE CREAM The Assorted Nutmeats Co.

offers a complete line of

High Quality Nutmeats

specializing in

Buttered Select Pecans

|| Use these delectable, richly buttered pecans for superior quality "Butter Pecan"

Buttered Almonds

|| Here is a delicious nut flavor now enjoying a new high of popularity

Toasted Chopped Nuts

|| A tasty nut mixture, without peanuts, suitable for numerous nut flavors

Your order will be freshly prepared, sealed in air tight shipping containers, and rushed to you by fastest means.

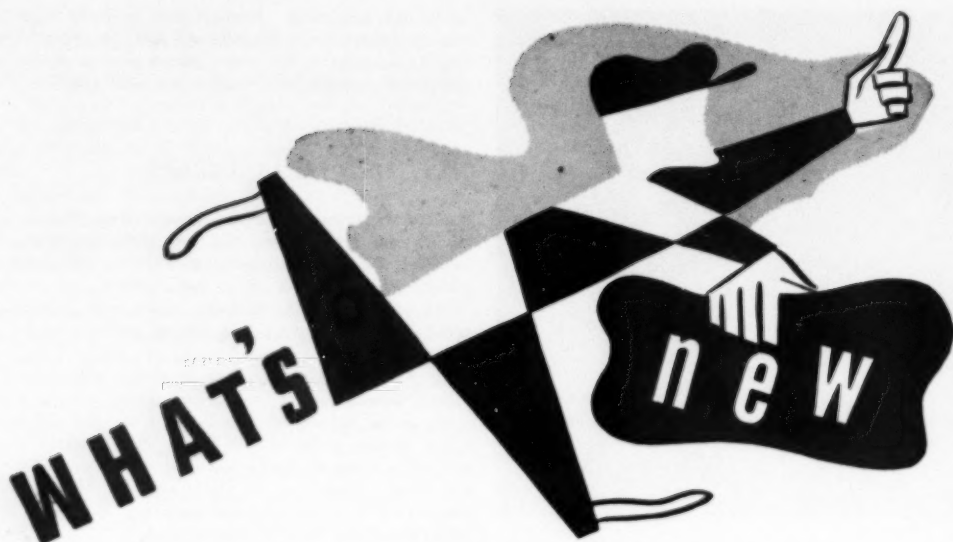
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THE ASSORTED NUTMEATS

COMPANY

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Pittsburgh 24, Pa.



people

HINES-PARK APPOINTS

Miss Marie Mount, dean of the College of Home Economics at the University of Maryland, College Park, has been named to the board of directors of Hines-Park Foods, Inc., Ithaca, New York.

The announcement was made by Roy H. Park, President of the food firm, which is now marketing a line of nearly fifty quality food products through more than 1,000 outlets in an area from New England to the midwest, and in addition is franchising manufacturers to merchandise products under the Duncan Hines label. Other directors of Hines-Park Foods include James H. Black, well-known Chicago food executive and Vice President of the firm; Victor Emanuel, New York City, President and Chairman of the board, Avco Manufacturing Corporation; H. E. Babcock, Ithaca, member and former chairman of the board of trustees, Cornell University; James D. Shouse, President, Crosley Broadcasting Corporation, Cincinnati, Ohio; John Strohm, editor, Curtis Publishing Company, Philadelphia, Pennsylvania; Evan Reichelderfer, food quality control authority of Indianapolis, Indiana; Rudolph H. Deetjen of Emanuel, Deetjen & Company,

New York City, and Thomas A. O'Hara, financial and industrial leader, 420 Lexington Ave., New York City.

V. Stewart Underwood has been named Southeastern division manager for Hines-Park Foods. Mr. Underwood will develop and service ice cream franchise operations in North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, and Tennessee. He will make his headquarters at 1004 Raleigh Building, Raleigh, North Carolina.

Philip Perdue has been named Southwest division manager for Hines-Park Foods. Mr. Perdue will be in charge of ice cream franchise and service operations in Arkansas, Oklahoma and Texas. He will make his headquarters at 1318 Ramsey Street, Stillwater, Oklahoma.

Richard W. Sidenberg has been named Northeast division manager for Hines-Park Foods. Mr. Sidenberg will be in charge of franchise and service operations for New York, New Jersey and New England for all Hines-Park food products. In addition to this territory, he will also handle ice cream franchise service operations for the District of Columbia, Maryland, Delaware and Pennsylvania. He will make his headquarters in Ithaca.

VALUABLE HELP FOR YOUR DEALERS!

Your Dealer's need is not merely the replacement of old Fountain Equipment. He also needs an expertly planned installation that will yield him a greatly improved volume of profitable sales.

He is entitled to the maximum results possible from the investment he makes.

GRC can be of surprising help to you and your Dealer

in Planning Service. We are interested in results our installations produce.

And you will find GRC Fountain and Luncheonette Equipment designed and built for sales results—modern, sanitary, attractive, easy to work on, and sturdily constructed for long years of high volume service. Our Sales Representative will welcome the opportunity to work with you.



GRAND RAPIDS CABINET COMPANY
GRAND RAPIDS MICHIGAN

100% PURE MAPLE
SYRUP AND SUGAR
FOR FLAVORING

Write for further particulars from the
 World's Largest Packers of
 Pure Maple Products

100 CARY **MAPLE SUGAR CO., INC.**
 ST. JOHNSBURY, VERMONT

sugar cones



SUGARSHELL, the "Cookie of the Cone Industry." Sell faster because they taste better — SUGARSHELL Cones are your biggest money makers — Because people ask for Sugar Cones.

FREE . . . "TASTE TEST". WRITE TODAY FOR A SAMPLE OF THE SUGARSHELL SUGAR CONE. TASTE IT YOURSELF.

FORREST BAKING CORP.
 5030 WEST LAWRENCE AVE.
 CHICAGO 30, ILLINOIS

MARK GETS RITTER SALES POST

Carl F. Mark, who was plant foreman for Golden State Ice Cream for ten years and plant superintendent and production foreman for Ambassador Ice Cream for two years, has been placed in charge of ice cream sales for F. Ritter & Company, Los Angeles flavor house. Mr. Mark has been in the production end of the ice cream business for twenty-four years. He will service all of the F. Ritter ice cream accounts.

PETER TOOHEY DIES

Peter B. Toohy, fifty-one, Kelvinator ice cream cabinet sales representative for New England and Metropolitan New York City, died early in May in Belmont, Massachusetts.

Born August 17, 1898 in Providence, Rhode Island, Mr. Toohy joined Kelvinator's ice cream cabinet division as New England district representative in 1934. The New York metropolitan area was added to his territory in 1944.

He lived at 30 Homer Road, Belmont. Surviving is his wife, Mrs. Jean D. Toohy.

THOMPSON RETIRES FROM BORDEN'S

Ernest C. Thompson has retired from The Borden Company after nearly forty years of service. He entered the company's employ in 1910 as an assistant chemist and was Director of Laboratories from July 1917 until his retirement.

For some twenty years he served as chairman of the Standards Committee of the American Dry Milk Institute. In recognition of his outstanding service in the field of quality control as related to production and quality standards he received the C. E. Gray

Award in 1946. He is continuing his work as a consultant in food and dairy technology with headquarters at 1792 East 22nd Street, Brooklyn 29, New York.

MEIMAN REPRESENTS LIMPET



JOSEPH MEIMAN

Joseph Meiman, of Philadelphia, well known in the confectionery trade throughout the Middle West and East, has been appointed by Limpert Brothers, Inc., of Vineland, New Jersey, as a special representative. Mr. Meiman's responsibility will be the setting up of a complete and adequate jobber distribution system for the Servwell Set and the Servwell line of toppings. This has been made necessary by the great recent increase of interest

in the Servwell plan developed by Limpert Brothers to enable "dry stop" operators to enter the sundae field with very small investment. Mr. Meiman will cover all the mid-western and eastern states.

A graduate of the University of Pennsylvania and a professional baseball player in his younger days, Joe Meiman has been sales manager for E. G. Whitman & Company, candy manufacturers. Before that, he conducted his own business as candy and confectionery broker with offices in Chicago.

Not one, but many plantations serve MASSEYS Inc. as a source for vanilla

To depend upon one plantation for beans, when a firm uses vanilla beans in large quantities as MASSEYS INC. does, is too risky. Many times vanilla beans will flourish in one section, while in another the vines do not produce in quantity. Quality also varies with the weather, and with many hundreds of customers depending upon MASSEYS INC. for fine quality vanillas **AT ALL TIMES**, we must be able to pick and choose from not one plantation, but from many.

MASSEYS Inc.



Order a trial gallon today of the type and strength of vanilla you prefer . . . complete satisfaction guaranteed.

Vanilla Specialists since '07

1214-16 WEBSTER AVE., CHICAGO 14, ILLINOIS

Buying and Curing Plant:

LIBERTAD 62, GUTIERREZ ZAMORA, VERA CRUZ, MEXICO



Strong and healthy vanilla plants, hand pollinated, are the source of Masseys' beans.

ZUCKERMAN WINS DEGREE



SAM ZUCKERMAN

It has been announced by H. Kohnstamm and Co., Inc., that Sam Zuckerman, assistant research director, has received a Doctor's Degree in Chemistry from Polytechnic Institute of Brooklyn.

Dr. Zuckerman, thirty-four, has been employed by H. Kohnstamm for the past fourteen years, devoting his time to the company's research and manufacture of certified colors and flavors for the food and cosmetic industries.

In 1937 Dr. Zuckerman received his B.Sc. from City College of New York and attended the Polytechnic Institute of Brooklyn in the evening where he received his Master's Degree in Science in 1942.

LIMPERT BROS. APPOINTS SOULE

Limpert Bros., Inc. of Vineland, New Jersey, has announced the appointment of Robert Soule, Buffalo, New York, to represent the firm in the New York State area. Mr. Soule will handle the Limpert Bros. line of ice cream flavors, ingredients, toppings, and fountain supplies. He will continue to represent the Hooton Chocolate Company.



Chocolate Products
in the Great
Dutch Tradition

VAN LEER
CHOCOLATE CORP.

Manufacturers of • quality coatings for ice cream bars
• chocolate liquors • chocolate chips

Importers of • Holland-Dutch Cacao



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ELECTRIC DRY ICE CUBER

(Counter style)

Reduces a slab of dry ice into 20 cubes in only 2 minutes,
or a total of 200 cubes per block, each cube measur-
ing 2½" x 2" x 1" and weighing 4 ounces each.

Takes up small space—fits neatly on the counter.

Operates on 110 volts AC.

Distributed by

PRICE: \$100.00

F.O.B. Chicago



Write for circular and further information

JIFFY MANUFACTURING COMPANY
360 FLORENCE AVENUE • HILLSIDE, N. J.

LAKRITZ RETURNS FROM TRIP

Bill Lakritz, President of Florasynth Laboratories, Inc., and also President of Florasynth, Ltd., in Canada, has recently returned from an extensive European trip. In his travels he covered England, France, Belgium, and Italy.

SANKEY REPRESENTS PETERSON COMPANY

David B. Sankey has been appointed a sales representative of the Charles A. Peterson Company, Cleveland importers and manufacturers of shelled and salted nuts. Mr. Sankey, who was formerly in the food brokerage business, will cover Ohio and the surrounding territory for the Peterson firm.

GOLDEN STATE APPOINTS DR. FREY

Dr. J. J. Frey has been named East Bay district manager for Golden State Company, Ltd., with headquarters in Oakland, according to Paul Young, President of the company.

Dr. Frey has been with Golden State since 1927, at which time he joined the firm as field manager. He became manager of the Sacramento district's milk and ice cream operations in 1935, and was named manager of the firm's eastern division in Chicago in 1947.

POHLMANN JOINS HUDSON

Robert L. Pohlmann has joined the Hudson Manufacturing Company, Chicago manufacturers of vanilla products, as sales representative in Iowa, Nebraska and northern Illinois. Mr. Pohlmann had previously been employed by the Liquid Carbonic Corporation for fourteen years.

PAUL P. MILLER ELECTED



PAUL P. MILLER

Paul P. Miller was elected a Vice-President of National Dairy Products Corporation by the Board of Directors on May 4 and will join the executive management staff at National Dairy headquarters in New York City. L. A. Van Bommel, President, announced.

Mr. Miller has been a director of National Dairy for a number of years and recently was made Executive Vice-President of National Dairy for a

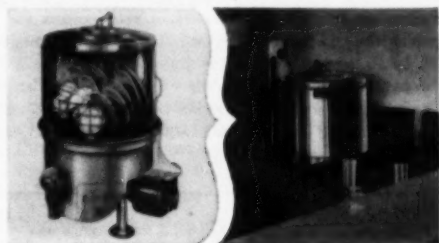
number of years and recently was made Executive Vice-President of the General Ice Cream Corporation, Schenectady, New York, with which he has been associated for twenty-four years.

Educated in the Buffalo, New York, schools and at Cornell University, Mr. Miller has been associated with the dairy industry in Up-State New York for the past thirty years. Starting with the Kirk-Maher Ice Cream Company in Utica, he was later placed in charge of the Wheat and Hoefler plants in Buffalo. He went to Schenectady as director of sales and advertising for the General Ice Cream Corporation in 1930.

BUMBALEK IS PET VP

Harold Bumbalek, who has been manager of the Pet Ice Cream Company plant in Milwaukee, Wisconsin, has been appointed Vice President in charge of sales for Wisconsin. Mr. Bumbalek will continue to make his headquarters in Milwaukee.

New JACKSON Dishwashers Automatic! Space Saving! Low Cost!



LEFT—New Automatic Model 1-AA. RIGHT—Jackson Dishwashers may be installed for corner operation (as shown) or for straight-through operation. Dish tables can be fabricated to your specification for all Jackson models.

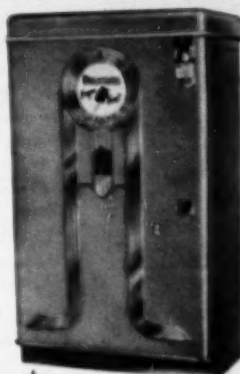
NEW automatic models feature high-speed operation, ease of installation, operation and maintenance, and LOW initial and operating cost! New Model 1-AA (1200 dishes per hour) and new Model AC-50 (2000 dishes per hour) have ample capacity for peak loads, yet are extra-compact for use in LIMITED SPACE. Just slide in the basket, press switch—and the Jackson Dishwasher AUTOMATICALLY washes, rinses, sanitizes!

WRITE TODAY for illustrated literature and prices. (In Canada, contact Arnell Co., Ltd., Dufferin at Robinson, Winnipeg, Man.)

THE JACKSON DISHWASHER COMPANY
2705 EAST 93rd STREET CLEVELAND 3, OHIO
DISHWASHING SPECIALISTS SINCE 1923

ATLAS "Col Snac" ICE CREAM BAR-ON-A-STICK VENDOR

The ONLY Merchandiser
With ALL The Practical
Features That Mean
Maximum Sales With
Minimum Investment!



- No additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector Is Standard!
- Quick Loading!
- Right Temperature Always!
- Light Where It's Needed!

• PLUS—big compressor equipped with service valves for on-the-spot service—easily accessible mechanism—stainless steel contamination-proof liners and working parts—many other exclusive features.

Write Today!

Purchasers of 10 or more Col Snac Vendors will get help from Atlas Field Representatives without charge in securing profitable locations.

ATLAS TOOL & MFG. CO. 3367 Natural Bridge Blvd. St. Louis 15, Missouri

LIKE FATHER, LIKE DAUGHTER



Members of the industry are well-acquainted with the histrionic talents of Ed McCormack of the S. H. Mahoney Extract Company, Chicago. One of his most talked-about parts was his role as a Russian envoy in the play "How To Go Broke—Quick" presented at the November convention of the National Association of Retail Ice Cream Manufacturers, held in Cleveland.

Now Ed's daughter, Maureen, seems to be following in her father's footsteps. She had the lead in the annual show presented recently by the members of the South Shore Country Club entitled "Fun Begins At Fifty." One look at the adjacent photograph ought to convince anyone that she was a great success!

DIXIE CUP APPOINTS MANNON

Dixie Cup Company, Easton, Pennsylvania, has announced the appointment of Theodore Mannon as New York sales manager.

Business News

BATES JOINS LAMONT, CORLISS



S. H. BATES

Sumner H. Bates of Chatham, New Jersey, has recently joined Lamont, Corliss & Company as Assistant Manager of Bulk Sales.

Mr. Bates has a wide acquaintance in the trade and a thorough knowledge of the chocolate business. He has represented the R. A. Johnston Company of Milwaukee for the past several years as Eastern Sales Manager.

Mr. Bates will concentrate his work in the ice cream, confectionery and baking industries.

RESTAURANT CHAIN TAKES OVER LOUIS SHERRY

The Childs Company, restaurant operators, has acquired substantially all of the capital stock of Louis Sherry, Inc., for an undisclosed amount of cash, it was announced May 16 jointly by John J. Bergen, chairman of Childs, and Mrs. Lucius Boomer, President of the Sherry company.

Mr. Bergen said that the Sherry organization will be operated separately with four officials of Childs serving on its board of directors. Those elected to the Sherry board are N. C. Earl, Jr., President of Childs; Charles Crouch, Executive Vice President; Irving Mitchell Felt, Chairman of the Finance Committee; and Mr. Bergen.

All fifty-two Childs restaurants will hereafter serve Louis Sherry ice cream and will install departments to handle the Sherry candies and other food products.

It was reported that plans are under way to expand Sherry's activities. Mr. Bergen disclosed that it is contemplated that franchises be issued to a select group of ice cream companies throughout the country to make and sell Sherry ice cream in their localities. Another plan being studied, he added, is the possibility of enfranchising Louis Sherry stores in various cities.

APRIL ICE CREAM PRODUCTION DOWN

Ice cream production in the United States, estimated at 40,970,000 gallons for April, was eight per cent below the April output last year and was twelve per cent smaller than the five-year, 1941-48, average for the month, the Bureau of Agricultural Economics reports. The advance between March and April this year was seven per cent compared with a nine-percent gain a year ago and an average seasonal rise of nineteen per cent between March and April in the 1944-48 period.

Production during the first four months of 1950 was two per cent less than in that period last year and was one per cent under the 1944-48 average for those months.

Reports from sherbet manufacturers indicated a gain of twenty-six per cent in production between March and April. Last year the seasonal advance was thirty-five per cent between these months but during the five-year period, 1944-48, the rise from March to April was only sixteen per cent. Estimated at 1,210,000 gallons, the April output of sherbet was five-per cent larger than a year ago but was sixty per cent smaller than the April 1944-48 average.

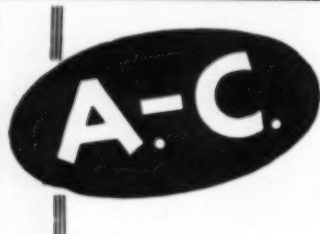
BEATRICE ISSUES ANNUAL REPORT

The fiscal year ended February 28, 1950 yielded a net profit larger than that of the preceding year and was second only to the record high figure for the fiscal year ended February 28, 1947, according to the annual report to stockholders released by Beatrice Foods Company.

The firm's ice cream department accounted for seventeen per cent of total sales in the last fiscal year. Gallonage was up two per cent from the previous twelve-month period, and profits increased in this department.

RECOLD APPOINTS NORTHWEST DISTRIBUTOR

The distribution of Recold commercial refrigeration and air conditioning equipment in Oregon and Washington is now being handled by Refrigerating & Power Specialties Company. This announcement was made recently by Hy Jarvis, Vice-President and General Manager of Refrigeration Engineering, Inc., at Los Angeles, California. The firm manufactures refrigeration equipment with the brand name of "Recold."



MINERAL SALTS

First IN QUALITY

for

ice cream

chocolate milk

buttermilk

cottage cheese

half and half

HORNER SALES CORPORATION

PITTSBURGH 8,

PENNSYLVANIA

NATIONAL DAIRY DEDICATES LABORATORIES

Dedicatory exercises of the new National Dairy Research Laboratories at Oakdale, Long Island, New York, were held at the laboratories on June 2. Guests were invited to tour the research center, participated in a luncheon, and heard L. A. Van Bommel, President of National Dairy Products Corporation, dedicate the buildings. A scientific conference on "The Role of Research in the Conservation of our Nutritional Resources," and an informal reception were highlights of the occasion. A full-length feature story, describing the conversion of the former estate of William K. Vanderbilt at Oakdale into well-equipped research laboratories was published in the August, 1949 issue of this magazine.

STORE MODERNIZATION CENTER PLANNED

Plans for the establishment of the first Store Modernization Center, aimed at centralizing interest in an annual two-billion dollar market for new store equipment and building materials, were announced in New York City last month by John W. H. Evans, Director of the Store Modernization Institute.

The Center will house permanent exhibits of store modernization materials, and negotiations are now under way to lease 15,000 square feet of floor space in an air-conditioned building on Fifth Avenue in New York City to serve as headquarters for the project. Exhibits will be open five days a week throughout the year to executives of retail stores and store architects and designers and builders engaged in the modernizing of stores, one of the most active building classifications in America.

ICE CREAM FIRM CHANGES NAME

The Metropolitan Ice Cream Company of St. Louis, Missouri, which has used the trade-mark "Esquire Ice Cream" for many years to describe its product, has changed the corporate name of the company to Esquire Ice Cream, Inc. No change in personnel, product, or services is anticipated. The move was decided by the Board of Directors at a recent meeting, and was announced by J. L. Simms, President.

CONE TRUCKS ADVERTISE ICE CREAM

Ice cream manufacturers in the Southwest are receiving some valuable advertising these days, courtesy of the Gulf Cone Company, Dallas, Texas. The cone firm has recently begun shipping its products in its own trucks, and the sides of these vehicles have been adorned with copy reading: "Good . . . and Good for you: ICE CREAM." Cartoons of youngsters eating ice cream cones are also included.

PLAYING HOST to Joe Glaubman (left), head of American Food Laboratories of Brooklyn, New York, is Louis Minick of Minick Ice Cream Company, Los Angeles, California. Mr. Glaubman recently returned to his office after an extensive cross-country journey.



FRIGIDAIRE PLANS UNVEILED

Extensive sales, service and training plans for the spring and summer commercial refrigeration and air conditioning sales drive were introduced in May to thousands of Frigidaire dealers and salesmen during a series of special district field meetings in forty-four key cities throughout the country.

The meetings were conducted by district officials in the field assisted by eleven factory-trained crews using special equipment, materials, sales aids, and other special properties making up the presentation.

STERWIN SALES STAFF CONVENES

Sterwin Chemicals, Inc., held its first sales meeting since formation of the company last year, from May 8 to 12.

A visit to the new laboratory building of the Sterling-Winthrop Research Institute in Rensselaer, New York, on May 8 was the first item on the agenda. The firm's basic research is conducted by the Institute as part of the general scientific program of the parent company, Sterling Drug, Inc.

From Rensselaer, the meeting adjourned to the Westchester Country Club, Rye, New York, for four days. James Hill, Jr., President of Sterling; Dr. J. Mark Hiebert, Vice-President; and Dr. Maurice L. Tainter, Institute Director, joined the sales force for the last day's dinner meeting at Rye, May 12.

New products in the Sterwin line were presented to salesmen. Most recent and successful addition was the Parakeet brand of certified food colors.

Sterwin Chemicals recently announced removal of the firm's general offices to Sterling's new building at 1450 Broadway in New York City. The new Sterwin catalog is just off the presses, according to P. Val Kolb, President, and copies are available on request.

PURO

STABILIZERS

For Puritizing Fruits, for Ripples, for making Fudge Ripple Sauce, also Sherbets & Ices.

The Standard for Over 25 Years!

BALCH

1309 ADAMS STREET

PITTSBURGH 12, PA.

FLAVOR COMPANY
(PURO DIVISION)

HOOTON

CHOCOLATE FLAVORCOAT

Made with CHOCOLATE LIQUOR

better taste for ice cream bars and novelties

HOOTON
CHOCOLATE COMPANY
NEWARK 7, NEW JERSEY

*A standing invitation
to take your troubles to*

American Food's TASTE AND TEXTURE CLINIC

Dedicated to the improvement of your products and lower production costs

American Food Laboratories, Inc., 880 Atlantic Avenue, Brooklyn 17, N. Y.

SEALRIGHT CONTESTS IN FULL SWING

More than 50,000 milk and ice cream outlets covering all market areas are included in the use-more-milk-and-ice cream contests sponsored nationally by Sealright and locally by nearly 700 dairies and ice cream companies in their own names. The contests started in May and extended through October.

The Chicago firm of R. L. Polk & Co., which is judging the contests, estimates a minimum of 300,000 entries. Each one of these has to represent direct thinking on milk and ice cream values. The aggregate of these, plus the larger total of those who think about it but don't get around to entering the contests and the whole public who will be talking about the contests and the winners "can't help but add up to increased milk and ice cream sales," according to J. L. Dolphin, Sealright Vice President in charge of Sales.

STANDARD FRUIT HOLDS SALES MEETING

Paul M. Foote, President of the Standard Fruit Product Company of Cincinnati, reports that his firm held a successful sales meeting in Cincinnati during April in which all of the inside executives and outside sales organizations participated. Mr. Foote acted as moderator and was assisted by Sam Blakemore, Director of Quality Control, "Tommy" Thompson, Fountain Manager, and Albert W. Risch, Sales Promotion Manager. (See accompanying photograph.)

The entire product and market front was covered in the three-day meeting. The representatives had the wraps removed from a new product which will not have national announcement until after trade tests in the Ohio and Indiana area are completed.



CHERRY-BURRELL Corporation's new offices and warehouses (pictured here) were open for inspection April 26 and 27 at an open house sponsored by the firm's New York Sales Branch. The new headquarters are located at 23rd Street and 51st Avenue in Long Island City, New York.

DAIRY QUEEN IN COURT TEST

Written briefs have been submitted in the case of the Dairy Queen Stores Association of Iowa, which is seeking a declaratory judgment, declaring unconstitutional the law which prohibits the stores from selling its imitation ice cream cones, unless the cones are labeled. District Judge Shannon B. Charlton of Manchester, Iowa, will later give a decision in the case.

Counsel for the Iowa Stores told the Judge that in a similar case in Minnesota, the court held the law was unconstitutional. They also contended that this law was discriminatory, arbitrary, and unreasonable.

The Iowa Dairy Queen Stores were notified last summer by the department of agriculture that manufacturers of imitation ice cream had to label their product as such, or quit business in the state. At that time, Roy Sours, chief of the agriculture department's dairy and foods division, informed those manufacturers that two courses of action were open to them. They could either label their cones by paper, or by a contrasting color stamped in the cone. The label, he told them, must list the ingredients. Dairy Queen Stores in Iowa cities label their packaged product, but not the cones. Signs in these outlets announce the product to be "Not Ice Cream."

BORDEN DRIVER HONORED

An Allentown, Pennsylvania, driver for Borden's Ice Cream Company has been named Pennsylvania's Safe-Driver-of-the-Month. He is Leonard L. Scheirer, who has driven twenty-three years and a million miles without a chargeable accident. He has driven for Borden's for the past seventeen years.

***No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



FLAVORS

Vanilla Extracts and Powders
Pure Coffee Concentrate
True and Synthetic Fruits

STABILIZERS

Formula S-233
STA-VEL for Ice Cream
STA-VEL for Fruits

EMULSIFIERS

MARCOID (Liquid)
WILCOID (Powder)
CONCENTRATE "A" (Plastic)

**TASTE AND TEXTURE
CLINIC**

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

CHAMPION FOUNTAINEER NAMED

The newest American "champ" is Mrs. Anne Foster, of Chicago, who won the finals in Lily-Tulip Cup Corporation's search for America's Champion Fountaineer. Her "Circus and Clown" sundae was judged best by a teen-age jury and two celebrity judges: Ivan Albright, internationally renowned artist, and "Two-Ton" Baker, 400-pound radio and television star.

More than 300 soda fountain dispensers competed in regional contests preceding the finals at the National Restaurant Convention, Chicago, May 23. Newsreels, national picture magazines, wire services and newspaper reporters covered the finals of the contest.

The winner's entry was composed of layers of ice cream forming a circus ring on a paper sundae cup, cubes of ice cream stacked up, topped by an inverted cone hat. The clown's face was made of whipped cream and gum drops. Animal crackers were at his feet and he carried a tiny parasol.

Mr. Albright and the teen-agers looked on admiringly, but "Two-Ton" Baker reached over and began eating immediately.

Among the other entrants were Eric Weile, runner-up, of Washington, D. C., whose "Washington Monument" called for sixteen scoops of ice cream, a tower of bananas, a candy sprinkle and three American flags; Joseph Ouellette of Harlee's Spa, East Meadow, Long Island, with his "Empire State Special"; Paul M. Smith, of Altoona, Pennsylvania, with "You're Crazy If You Do, Crazy If You Don't Eat It," and Anne Lowe, of Louisville, Kentucky, with her "Colossal Horse's Neck."

In addition to receiving the title, Mrs. Foster was presented with the "Oscar" of the industry, a gold ice cream scoop, by Fen K. Doscher, Vice President in charge of sales, Lily-Tulip Cup Corporation.

Previously, Mr. Doscher spoke on salesmanship, at a luncheon meeting May 20 in the Hotel Belmont Plaza in New York City. The meeting was devoted to salesmanship in the soda fountain market.

Prior to Mr. Doscher's talk, 200 Lily-Tulip salesmen attended morning sessions which, starting with films of a Zale-Graziano bout, included illustrated talks by Robert Ferran, Manager, metropolitan sales division of Lily-Tulip; Walter Brunauer, Assistant Manager of the division; Charles Schmitt and Paul Craigie, metropolitan area salesmen, and a skit featuring Messrs. Brunauer, Schmitt, William Lowell and Jay Armstrong.

SCHAEFER INTRODUCES LINE

A series of meetings has been held from coast to coast in recent months under the sponsorship of Schaefer, Inc. to introduce to the trade the firm's line of ice cream cabinets and display cases. Alex Rose, Sales Manager of the Minneapolis company, has personally conducted numerous open house affairs in conjunction with Schaefer distributors and representatives.

On May 2, Schaefer held open house in the offices of John J. Noonan, 201 West 24 Street, New York City, local distributor of Schaefer cabinets. On display were fourteen new models including the new "serve-yourself" open display cabinets. Refreshments were enjoyed by the many people who attended.

BEST ICE CREAM INCORPORATES

On April 25, the firm of Best Ice Cream Company, Incorporated, 636 Jackson Avenue, New Orleans, Louisiana, capitalized at \$220,000, was formed to take over the assets of Gordon C. Post, Sr., voluntary bankrupt as of February 24.

Jack Greer of New Orleans—a fifteen-year employee of Best Ice Cream Company, is the new Executive Manager and First Vice President. Other officers are: Fred P. Yoars, President; William P. Irwin, Second Vice President; James M. Todd, Secretary; and Alfred E. Barnes, Treasurer.

WITH THE Atlantic City Show less than five months away, executives of Refrigeration Corporation of America study blueprints of the 1951 Frigid Freeze line. Left to right: Ray Legg, President of RCA; Elwood Kline, Chief Refrigeration Engineer; Si Lonergan, President of Lonergan Manufacturing Company of which RCA is a subsidiary; Dan Peters, Works Manager and Joe Fitzgerald, Advertising and Sales Promotion Manager.



**Velvet Smooth Ice Cream in
less time ... less cost ...**



**with
OK
DRI-SWEET**

**Spray-Dried
Corn Syrup Solids**

We can help you make the finest ice cream your customers have ever tasted! The complete facilities of our laboratories are at your service to help you with technical problems.

Try A Trial Batch With OK

and prove to yourself how much OK can do to give you a finer product at lower cost. See your Hubinger representative or write direct.

THE HUBINGER CO., Keokuk, Iowa EST. 1881

Confectioners' Corn Syrup, Thin Rolling Starches, Moulding Starches

MIRRO-CHROME ELECTRIC SIGN



Dominate Your Marketing Area With This Big Low Cost Electric Sign. (20" x 10")



**Your Copy in Beautiful Color
Sells — Day and Night**

Don't miss on this—write for complete details today

**MIRRO-PRODUCTS CO.
High Point 2, N.C.**

DUNCAN HINES ICE CREAM INTRODUCED

For the first time in this country Duncan Hines Ice Cream went on sale May 18 in the Lehigh Valley area of Pennsylvania, with nation-wide sale of this quality ice cream planned subsequently through a franchise program now underway.

A deluxe ice cream, it is being manufactured by the Lehigh Valley Cooperative Farmers, Allentown, Pennsylvania, the largest dairy product marketing organization in the Lehigh Valley. The franchise arrangement is with Hines-Park Foods, Inc., Ithaca, New York.

The merchandising campaign had its inception on May 15 in Allentown with a "world premier" dinner at which the ice cream was served to invited guests and managers of local food stores and chains.

The Lehigh Valley dairy launched the program with a full-page ad on Thursday, May 18, in the Allentown, Bethlehem and Easton newspapers, the area in which the new ice cream will be distributed. Radio spot announcements are also contemplated to tie-in with the newspaper schedule.

The premium ice cream is being offered only in one-pint containers, designed by the franchiser, Hines-Park Foods, Inc. The Lehigh Valley dairy is presently distributing three flavors—vanilla, chocolate and butter pecan—through its retail store outlets in the Valley. Other flavors will be introduced seasonally.

CENTRAL INTRODUCES NEW PRODUCT

With a full-scale advertising and promotion campaign the Central Ice Cream Company, Chicago, introduced its Diced Cream—the new individual, machine-wrapped serving of ice cream—to that mid-western market, on May 17. The ice cream social was held with more than one million free servings of the new product going to thousands of visitors from all over the city.

The public party was preceeded by a special dealers' showing and dinner attended by more than 3,000 persons. The dealers met in the late afternoon to inspect the Central plant and to view the new \$500,000 installation which turns out the Diced Cream. A buffet supper followed with stars of radio and stage providing entertainment.

In the evening, the party moved outside for the general affair. Diced Cream was dished up from the company's fleet of thirty trucks parked around the plant. (See accompanying photograph.) At 9 P.M. a second show was presented from a stage especially constructed on the plant roof.

A crowd of 25,000 Chicagoans turned up to sample the Diced



Cream and to help in the ice cream eating contests and ice cream making events held for kids and for representatives of the local press and radio. Promotion for the affair aimed at news, women's articles, and special events was pegged around Central's 60th birthday and the debut of Diced Cream.

RICHMAN ENTERTAINS DEALERS

Staged as a Spring Fair with colorful booths, traditional midway, side show barker, and all the trimmings, Richman Ice Cream Company of Sharptown, New Jersey played host April 26 at a pre-season conference to 500 of their dealers, families and friends from New Jersey, Delaware and Pennsylvania.

John A. Cowan of the Cowan Advertising Agency presided at the afternoon and evening sessions and introduced the Richmans—William, President and founder; and Charles, Vice-President and General Manager; as well as William Lodge, Secretary; Edgar Holton, office manager; William Baker, Production Manager, and Francis Stoye, Advertising Manager.

Principal speaker was C. W. Esmond of the Gundlach Company of Cincinnati, whose theme "How to Make More Money Selling Ice Cream" emphasized the fact that ice cream is becoming more and more popular as a year-round, all-weather food dessert, and that more and more families were serving it at home.

Throughout the day, door prizes for various "Flavor of the Month" contests were awarded, and a special award was given to driver-salesman Alfred Shinn for having the largest percentage of his customers at the Fair.

Richman suppliers participated too, in the Fair, with booths cleverly designed to combine carnival fun with practical demonstrations of methods and equipment designed to help dealers increase ice cream sales. Robert A. Johnston Company, Boston, Massachusetts, was represented by Joseph P. Conway; Maryland Baking Corporation, Baltimore, Maryland, by Harold C. King; Limpert Brothers, Inc., Vineland, New Jersey, by Sidwell B. Thomas; Joe Lowe Corporation, New York City, by Elton Vineburg.

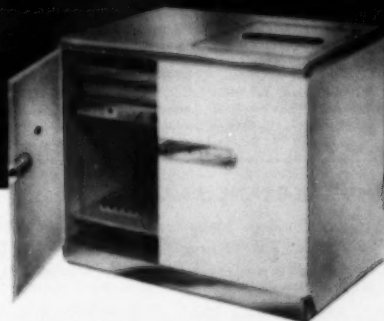
Both afternoon and evening sessions were climaxed by square dancing performed by members of the Richman staff and a buffet supper was served from five to eight to the 500 guests.

WILLIAM RICHMAN, President of the Sharptown, New Jersey ice cream company that bears his name, looks on as Miss Ann DuBois presents prizes to two guests at the carnival-like dealer conference held April 26.



ICE CREAM FIELD, June 1950

Electric **DRY ICER**



★ **Combination slabber,
cuber and storage cabinet**
Ideal for retail store use

- Cuts block of dry ice into 10 uniform slabs in only 12 minutes.
- Cubing element cubes each slab in 2 minutes into 20 uniform pieces.
- Pilot light indicates when unit is "ON." Automatic switch turns it off.
- Metal tray in storage compartment holds cubes with a minimum dry ice shrinkage of approximately 5% in 24 hours.
- Storage capacity—2½ blocks of dry ice. Webb belt allows easy removal of dry ice blocks for slabbing and cubing.

Operates on
110 volts AC
current

PRICE:

\$300⁰⁰

F.O.B.
CHICAGO

Distributed by



Write for circular and further information

JIFFY MANUFACTURING COMPANY
360 FLORENCE AVENUE • HILLSIDE, N. J.



CREAMERY PACKAGE Nashville personnel are pictured here. Foreground, left to right: Bob Hilliard, Engineering Department; Louis Short, Office Manager; R. M. Eberhardt, Salesman; Ramsey Burton, Salesman. Rear, left to right: C. E. Johns, Assistant Manager; Harvey Simmlink, Salesman; Richard Benz, Salesman; J. J. Oswald, Manager; W. F. Tilley (General Offices); Norman Hall, Salesman; John McClendon, Branch Engineer; Ralph Murdock, Service Engineer; Paul Poole, Salesman. Not present: H. G. Parsons, Erecting Engineer.

CP NASHVILLE BRANCH MOVES

The Creamery Package Manufacturing Company's Nashville Branch moved May 15 to 90 Franklin Street, Nashville 10, Tennessee. The new location is about four blocks southeast of Broadway, a half block off First Avenue.

According to J. J. Oswald, Manager of CP's Nashville Branch, the move will provide for more efficient service with ample parking space, convenient loading platforms, CP's own railroad siding, and one level operation for faster handling of merchandise. The

moving of the Nashville Branch to its more strategic location was described as another step in The Creamery Package Manufacturing Company's policy of maintaining adequate stocks of supplies and planning for better service to the dairy industry.

FRIGIDAIRE RETURNS HOPE TO TV

With its first television venture of Easter Sunday acclaimed a success, Frigidaire returned Bob Hope to the nation's TV screens as the star of another colorful, 90-minute TV show—this time a special Memorial Day telecast—over the National Broadcasting Company network May 27. Another brilliant array of top-flight talent, including some of the foremost stage, screen, radio and TV artists of the country, appeared with the comedian during the special Memorial Day program. Because of the reception she received on the Easter Show, Beatrice Lillie was back again. Others included Frank Sinatra, Peggy Lee, popular radio singer, and many more.

BORDEN COMPANY ACQUIRES LILY FIRM

The Lily Ice Cream Company, with headquarters in Gadsden, Alabama, and branches in Anniston, Cullman and Fort Payne, Alabama, and Rome and La Grange, Georgia, has been acquired by The Borden Company, it has been announced by Roy D. Wooster, Vice President in charge of Borden's ice cream operations. J. V. Liles, President of the Lily company, will continue as General Manager of the operation which will be known as Borden's Lily Ice Cream Company, Division of The Borden Company. All other personnel will continue in their present capacities, and operating policies will remain the same.



Murphy Bodies are custom built especially to suit your needs. All over the country, users find that they cut delivery costs and give more efficient performance.

Write for details and prices.

Lower

DELIVERY COSTS WITH

**MURPHY
BODIES**

CUSTOM BUILT

LIGHT WEIGHT

LATEST REFRIGERATION IMPROVEMENTS

MAXIMUM STRENGTH AND SAFETY

MURPHY BODY WORKS, INC., HERRING AVE., WILSON, N. C.

For The Finest

VANILLA No. 7

For The Quality Compound Vanilla

THREE STAR ESSENCE

QUALITY
IN FLAVOR

VIRGINIA DARE

SINCE
1835

VIRGINIA DARE EXTRACT CO. INC. BROOKLYN 32, NEW YORK

KELVINATOR PROMOTES ICE CREAM SALES

Kelvinator Division of Nash-Kelvinator Corporation is using trade and consumer advertising plus television to promote ice cream sales during "June Dairy Month," according to H. C. Patterson, Kelvinator commercial sales manager. The company is one of the major producers of ice cream cabinets.



Trade ads in the principal ice cream cabinet trade magazines for the month of June feature a photograph of Louise Leslie, home economist star of Kelvinator's afternoon TV show, "Home-maker's Exchange," over the CBS network five days a week. (See accompanying illustration.)

Text announces that "Kelvinator Salutes June Dairy Month," and points out that the company "will pay tribute to the dairy industry on its part of the program during the month of June."

"Kelvinator is proud to honor one of America's greatest basic food industries," the text continues, "for wider use of electric refrigeration and of dairy products have grown together through the years."

"This is particularly true of a specifically American dairy product — the nutritious, delicious favorite — ice cream. As one of the oldest makers of low-temperature cabinets for the ice cream industry, Kelvinator has participated in popularizing this great national food. We are glad to have the opportunity of recommending its further use."

"More power to dairy products ... more power to ice cream ... in June ... and always!"

Mr. Patterson said Kelvinator major home appliance ads in various consumer magazines during June also will plug "dairy month" with the credit line, "June is Dairy Month — Buy Dairy Products and Ice Cream."

CITY PRODUCTS EXPANDS DAIRY BUSINESS

City Products Corporation has further expanded its Dairy Division by the acquisition of the Jersey Gold Dairies of Shreveport, Louisiana, one of the largest independent dairies of the South, according to an announcement made by William J. Sinek, President of City Products Corporation.

The purchase was a cash transaction; the amount was not disclosed.

This latest acquisition will materially extend and expand the Company dairy operations in the state of Louisiana, completing another link in the chain of dairy properties operated by City Products Corporation in this state.

The Jersey Gold Dairies has operated in Shreveport and the surrounding area for a period of over twenty years during which time it has shown constant growth in the sale of milk, butter, cheese, ice cream and other dairy products. F. M. Christensen, who has built this business and operated it since its origin, is to remain with the company.

This latest addition follows a previous acquisition made earlier in the month of the dairy business of the Cloverleaf Creamery at Texarkana, Texas which is in the same general area.

The acquiring of these additional properties is in accordance with the expansion and diversification program inaugurated by Mr. Sinek several years ago.



again in '50
the SWING is to **SAVAGE**
ICE CREAM
CABINETS

See
PAGE 3
for the
reasons!



RELIABILITY

is no accident. It takes the right combination of materials and know-how. Add to that "mix" the right vanilla, custom built to please consumer tastes, and you can't miss!

Write us and get acquainted with **BECK'S** good Vanillas

BECK *Vanilla Products Co.*

EAST ST. LOUIS, ILLINOIS

What will you pay for a 7000 gallon mix stop?



Carvel Dairies, Div. of Carvel Corp., will deliver the entire package, including operator. Contact us today.

CARVEL CORPORATION

530 West 35th St.
New York, N. Y.

Established 1934

AIRLINE FOODS ACQUIRES CROWN FIRM

Airline Foods Corporation of Linden, New Jersey has acquired Henry H. Shufeldt & Company of Peoria, Illinois and its Crown Fruit and Extract Division, according to an announcement by Jerome H. Jennings, Airline President.

Mr. Jennings said that his firm was taking over "one of the oldest operations in the food business." He also pointed out that the acquired lines of Shufeldt's "Imperial Crown" products—glace fruits, maraschino cherries, and Spanish olives—would dovetail ideally with Airline's current output.

EXPECT 300 AT INDIANA OUTING

More than 300 persons are expected to attend the annual outing of the Indiana Dairy Products Association, to be held at the Hillcrest Country Club, Indianapolis, on July 27.

The association's 33rd annual convention will be held at the Hotel Claypool, Indianapolis, January 15 to 17, 1951.

THIS KING-SIZE ice cream cone was a special gift to Bryan Blalock, past president of the Texas Dairy Products Institute and Borden Public Relations Director of Marshall, Texas, following his talk last year to the Waco Lions Club on June Dairy Month. As Mr. Blalock sampled the cone he told the 250 Lions present that "if the ice cream industry could see cones like this for a nickel our problems would be solved." Lester Levy (right) owner of the Blue Bird Ice Cream Company and architect for what he termed the "World's largest ice cream cone," said it contained 27 gallons of ice cream, topped with three pounds of cherries, one dozen bananas, and a quart of chocolate fudge. The five-foot, three and one-half inch cone weighed 131 pounds and was a big armful for Eugene Robinson, employee of Blue Bird. Employees of the Hotel Roosevelt polished off the cream for dessert.



SWEDEN NAMES REPRESENTATIVE

The Distributing Company of California, Inc. has been named distributors of Sweden Speed Freezers for northern California and western Nevada by the Sweden Freezer Manufacturing Company, Seattle, Washington, makers of soft ice cream freezing and dispensing equipment.

Although this firm was only recently organized to handle the sale of Sweden Freezers and other electrical and refrigerative equipment, William Black, President of the company, has had wide appliance and freezer experience, with active sales work in northern California for the past ten years. He is presently setting up dealers in this territory to handle the Sweden line.

The office, warehouse, and showroom for displaying Sweden Freezers is at 800 Bay Street in San Francisco.

LAMONT, CORLISS TO SPONSOR TV SHOW

"Mr. I. Magination," popular CBS-TV musical fantasy series created by Paul Tripp, will be sponsored by the Lamont, Corliss Company, for Nestle's Chocolate Products, effective with the broadcast of Sunday, Sept. 24, it was announced by J. L. Van Volkenburg, CBS Vice President in Charge of Network Sales.

The series, presented Sundays at 6:30-7:00 p.m., EDT, has been a CBS-TV feature since April 1949, and has risen steadily in its popularity ratings. Recent surveys show the series originally planned as a children's show, to be a program for the entire family, with fifty-four per cent of its viewing audience made up of adults. It has been consistently praised by critics and educators alike for its high standards of entertainment, and won a first-place award in this year's American Exhibition of Educational Radio Programs, sponsored by the 20th Institute for Education by Radio of Ohio State University. It also received a Variety Showmanship Award.

A large amount of "Mr. I. Magination's" success can be attributed to its choice of material. It has dramatized, in its own style, such literary classics as "David Copperfield," "Alice in Wonderland," "Huckleberry Finn" and "Kidnapped," and the lives of such historical personalities as Abraham Lincoln, Daniel Boone and Ethan Allen, with a young actor or actress from the Broadway stage wishing he or she could relive the leading role. Backing up have been Paul Tripp as Mr. I. Magination himself, who sees to it that the youngsters' wishes come true, and a permanent company of seasoned actors, including Ruth Enders (Mrs. Tripp), Joe Silver and Ted Tiller.

Agency for the show is Cecil and Presbrey Inc.

MRS. LANGFIELD DIES

The mother of Conrad E. Langfield, President of Northville Laboratories, Inc., and Mayor of Northville, Michigan, died May 31. Funeral services were held for Mrs. Langfield in the Schrader Funeral Home in Northville on June 3.

CHECK-UP FOR LEO OVERLAND

Leo D. Overland, Vice President of LeRoy Foods, Inc., Brooklyn, New York, and inventor of the LeRoy method of manufacturing and packaging ice cream sandwiches, entered New York's Mt. Sinai Hospital in June for a physical check-up.

SEALRIGHT NAMES PAYNE

Sealright Company, Inc. has announced the appointment of Flavel W. Payne of New Haven as New England manager for the company. Mr. Payne has been Sealright sales representative in Connecticut for eleven years.

Sealright manufactures and distributes paper containers and closures to the dairy, ice cream and food industries.

A native of Chelsea, Massachusetts, Mr. Payne was graduated by Wentworth Institute, Boston, in 1928. He was sales representative of the Creamery Package Manufacturing Company for ten years in Boston prior to his joining Sealright for an expansion program in Connecticut in 1938.

Mr. and Mrs. Payne and their small son and daughter make their home at 34 Vista Road, North Haven, Connecticut.

Mr. Payne has taken charge at the New England headquarters offices of the Sealright Company in the Statler Office Building, Boston.

LIDDELL JOINS STANGE COMPANY

William B. Durling, President of William J. Stange Company, just announced that George Liddell has joined the company as Sales Representative to serve the Wisconsin-Minnesota area. Mr. Liddell has been Manager of the Midwestern Division of Polak & Schwarz and prior to that Assistant Manager of Magnus, Maybee & Reynard. He has been a director of the Chicago Drug and Chemical Association and the Chicago Perfumery, Soap and Extract Association for the past few years.

Mr. Liddell will replace Bill Kimball who has been transferred to the New England territory. The former New England representative, S. L. Hutchison, is being returned to the Chicago office to handle specially assigned accounts in this area.

500 ATTEND KLENZADE SEMINAR

A record-breaking group of over 500 dairy and food industry leaders and sanitation technicians attended the sessions of the 14th Annual Klenzade Educational Seminar at the Hotel Lake Lawn, Delavan Lake, Wisconsin, from March 23 to 25.

Nearly every leading dairy college in the nation was represented by top ranking staff members. Present also were commissioners or assistant commissioners from State and City Public Health Departments throughout the entire middle-west with virtually every major city represented, including a number of distant cities such as Seattle and New Orleans.

PITTSBURGH MIXERS FROLIC

The Dairy Mixers of Pittsburgh, in conjunction with the Greater Pittsburgh Milk Dealers, held their Dutch Treat Outing at the South Hills Country Club on May 23.

ICE CREAM FIELD, June 1950

Amerio



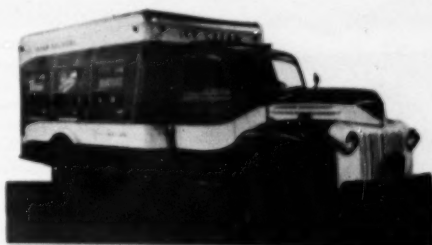
DUTCHESS

Builds



VOGT DE LUXE

The Finest



BORDEN

in Refrigerated Bodies

Self-Contained — Dry Ice — Ammonia
Let Us Quote



REFRIGERATING EQUIPMENT CO., INC.
128-26 Forty-Fourth St.
Union City, New Jersey

"Serving The Better Buyers"

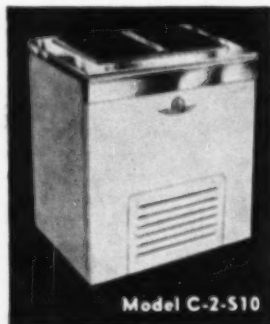
REFRIGERATED TRUCK BODIES DRY ICE EQUIPMENT REFRIGERATED BATH-BUSINESS EQUIPMENT

NO BETTER MADE

at any price!



Model C-8-D



The most beautiful and serviceable line of ice cream cabinets ever made. All precision engineered to give trouble-free service for years. Unquestionably the most attractive design of all... with gleaming white baked enamel exteriors and stainless steel tops. Sides are flush for series installations. Models in self-contained and remote 4-6-8-10-12 Double Row and also 2-4-6 Single Row. 100% Stainless Steel Cabinets with Stainless Steel Shell furnished upon request. Write for literature.

Model C-2-S10

Manufacturers of:
Ice Cream Dispensing Cabinets,
Upright Ice Cream Storage Freezers,
Frozen Food Display Cabinets,
Creamer Soda Fountains, Bobtails
and Sandwich Units.

ACE
CABINET CORP.
Executive Sales Offices
170 East 42nd Street
New York 17, N. Y.
Export Dept.
39 Broadway New York 6, N. Y.

Good with Cake

from page 60

late cake combined with such flavors as strawberry, banana, peppermint stick or neopolitan ice cream are enthusiastically received by the American public. Going a step further, the Ice Cream 'N Cake Roll sponsor has worked out flavor combinations using vanilla cake with such popular ice creams as cherry, strawberry, peach, and banana. Also vanilla cake with black raspberry, peppermint stick and chocolate variegated ice cream are reported well-received by ice cream companies that are using these combinations as part of their regular monthly new flavor promotions. Entirely new also is the macaroon cake with pineapple ice cream or sherbet.

Colorful Cartons

Following through on these new combinations of different flavors of ice cream with cake roll, the Newly Weds Baking Company announces that it has developed a series of colorful cartons on which the flavor or fruit is well illustrated and of course the cellophane window in the top of the carton enhances the visibility and appeal of the contents.

Point-of-sale promotional strips are now available to direct attention to these new flavor combinations in the retail stores. These backbar or window displays are colorful and tie in with the widespread billboard advertising underway in key markets throughout the United States. Overall, the Newly Weds program permits the ice cream manufacturer to change his cake roll combination every month keyed to his ice cream flavor promotion and consumer advertising.

FAIRMONT FOODS BUYS PURE COMPANY

Announcement has been made that the Pure Ice Cream Company of Wichita Falls, Texas, has been sold to the Fairmont Foods Company with headquarters in Omaha, Nebraska.

Harry P. Smith, General Manager and Vice President of the Wichita firm, will continue in charge and continue the manufacture of the brand name "Pure" ice cream.

The Pure Ice Cream Company was organized in 1929, and has grown into one of the largest and best-known ice cream manufacturing firms in its section of the country.

BECK APPOINTS REPRESENTATIVES

Beck Vanilla Products Company of East St. Louis, Illinois, manufacturers of vanilla pures, blends, concentrates and compounds, has announced the appointment of several new representatives.

Len Deebach, Charles Fishel and Larry Shehadey have been named to represent the firm in the northwestern part of the United States. Mr. Deebach is a resident of Seattle, and Messrs. Fishel and Shehadey are from Oakland, California.

Louis Bratsenis of Stamford, Connecticut, has also been assigned a territory for the vanilla firm. He will cover the State of Connecticut.

The appointments were announced by Howard Beck, Vice President of the company.

Classified Advertising

FOR SALE

FOR SALE: Frick 5 x 5 self contained unit, with 15 hp motor, in good condition. \$800.00 F.O.B. Detroit. John A. Mistor, 3310 Lockwood, Detroit 10, Mich.

FOR SALE: New Vending boxes, weight only 11½ lbs., insulated, white enamel finish, capacity 10 to 15 dozen novelties, strap included, \$7.75. New England Vending Equipment Co., Webster, Mass.

FOR SALE: One Ex-Cell-O Pure Pak ice cream packaging machine having a 450 gallon per hour capacity, serial PA 6024—AC Current 3 Phase—60 Cycle—22 volt. Used only one season. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone BO. 8-2600. Priced at 25% below cost.

FOR SALE: 2—40-quart capacity Emery Thompson freezers. One three and one four years old. Good condition. 1 Model D-2 Bag-filler. Good condition. Hines Ice Cream Co., Kinston, N. Carolina.

FOR SALE: Used 600 cu. ft. walk-in box, with new refriger. unit. 3 hp motor. 2 hp comp. Water defrost, blower coil. Located in Fort Worth, Texas. Jack & Jill, 2418 Bryan, Dallas, Texas.

FOR SALE: Mojonner-Dawson, Northwest duplex ice cream bar maker. Stick injector, slab slicer—practically new—bargain. Super Ice Cream & Locker Co., Amery, Wisconsin.

FOR SALE: Good selection of freezers, homogenizers, coolers, pasteurizers, fillers, vacuum pans, churns, pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd St., N. Y. 17, N. Y. Telephone MUrray Hill 2-4616.

FOR SALE: 1 DeLaval Cream Separator, just rebuilt, 750 lbs. per hr., Model E-16 Electric. Will sell cheap. Russel Morgan, 439 Wyoming Ave., Scranton, Pa.

FOR SALE: Portable ice cream mix maker includes pasteurizer, homogenizer, and cooler in one unit; electrically operated agitator and pump complete with dairy fittings; 50 gallon capacity, excellent condition. Box 313, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

FOR SALE

FOR SALE: Approximately 80—1 oz. moulds, 80 single stick holders ICN \$7.50 each. Golden Seal Farms, Inc., 2167 Forest Avenue, Staten Island. Gibraltar 2-6600, ext. 16.

FOR SALE: One 37½ hp, type Y, and one 20 hp horizontal Fairbanks Morse Diesel engines, new cylinders and pistons; one 40 qt. York batch freezer, 5 hp motor. All equipment in perfect condition. Fairhope Ice & Creamery, Fairhope, Alabama.

FOR SALE: 1 Patterson-Kelly hot water heater with controls, 250 gal. per min. 1 Popsicle mould freezing tank, 64 mould. 1—7½ x 7½ ton York ice machine, 4 ammonia condensers 15-20-25-30 ton. 2 Ingersoll Rand water pumps, 7½ hp, 250 gal. per minute. 1 Beine tank, 9,600 gal. Box No. 314, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

FOR SALE: One (1) Jensen stainless steel cooler, five (5) leafs, water cooled upper section, ammonia cooled lower section, capacity 15,000 pounds per hour, good condition, replaced with larger unit, price complete \$2,000.00. Neenah Milk Products Company, Neenah, Wisconsin.

HELP WANTED

HELP WANTED: Sales Agents Wanted. We are a long established company now marketing a new, widely approved insulating bag. We are now making sales arrangements with agents and brokers in all sections of country. Volume of sales to ice cream manufacturers, chain stores, supermarkets and other large users growing steadily because of many advantages of these bags. All interested in a sales arrangement are invited to submit qualification particulars to Box No. 307 Ice Cream Field, 19 W 44th St., N.Y. 18, N.Y.

HELP WANTED: Salesman: Nationally accepted manufacturer of ice cream flavors has several desirable territories open. Drawing account. No objection to one non-competing line. Box 315, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

HELP WANTED: Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box No. 151, Ice Cream Field, 19 W. 44th St., N. Y. C.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: Wanted, by a long established dairy plant in New England, an experienced ice cream maker capable of taking entire charge of that department with two batch freezers making about one hundred thousand gallons a year. A permanent job for the right man. Write Box 317, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

WANTED TO BUY

WANTED TO BUY: Retail ice cream business in Florida up to \$100,000. Must stand rigid investigation. Write giving complete details to Friendly Ice Cream Corp., West Springfield, Mass.

WANTED TO BUY: small or medium size dairy plant in Michigan, Ohio, or Indiana. Can be bottled milk or ice cream or combination of both. Interested as source of investment. Will retain present management if willing to remain. Box 318, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

IT'S TOPS FOR TOPPING ICE CREAM PARTY ROLLS

JOHNSON'S

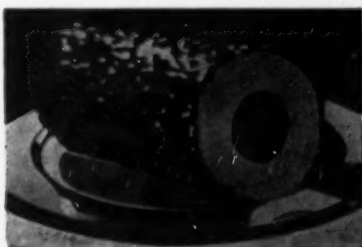
SINCE 1887

MACAROON CRUNCH

Ready to use . . . it has all the full flavor of almond macaroons, freshly baked . . . and the cost is much lower than nut meats or preparing and grinding macaroons. Ideal too, for making Macaroon Ice Cream. Write for prices today.

H. A. JOHNSON CO.

221 STATE ST., BOSTON 9, MASS.
125 MacQUESTEN PKWY., S., MOUNT VERNON, N. Y.



Macaroon Crunch is packed in 5 lb. cans, cases 6/5 lb. cans, 15 lb. cartons and 160 lb. barrels.

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Capacity
1000 gals.

It's a Beauty! It's All-Aluminum!

It's Another Fine Body by Keystone!

If your plans call for one or a hundred bodies this Keystone "1050 ALL-ALUMINUM" will give you a top investment in dependable service for years to come. Note the handy side and rear doors for accessibility and the beautiful all-over streamlining. This unit is self contained with compressor unit in skirting. Write for details and prices.

KEYSTONE WAGON WORKS, Inc.

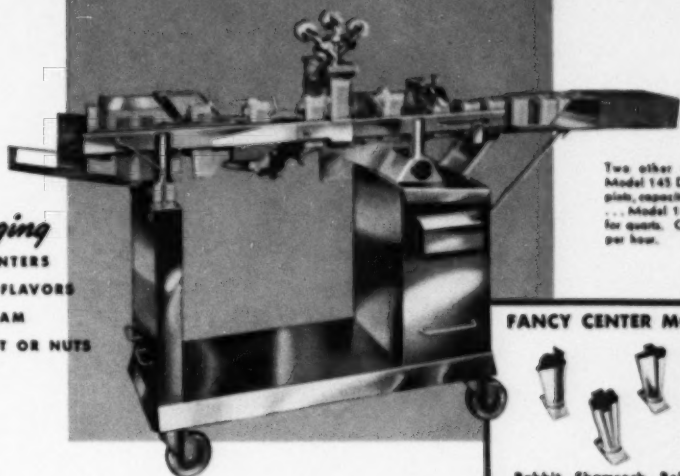
2nd & Norris Sts., Philadelphia 22, Pa.

PINT PACKAGING PACEMAKER!

Anderson Model 175 Single Line Filler

Faster Packaging

PLAIN OR FANCY CENTERS
ONE, TWO, OR THREE FLAVORS
VARIEGATED ICE CREAM
ICE CREAM WITH FRUIT OR NUTS



Two other models available:
Model 145 Double Line Filler for
pints, capacity 1400 pints per hour
... Model 185 Single Line Filler
for quarts. Capacity 8700 quarts
per hour.

FANCY CENTER MOLDS AVAILABLE



Rabbit, Shamrock, Bell, Heart, Cross, etc.

6 BIG REASONS WHY THE MODEL 175 IS SUPERIOR

Weight and Volume Control Users report large savings using the Model 175. Impartial tests show that from 1/4 to 1 ounce of ice cream per pint can be saved over hand filling.

Cleaner Packages Every step — from package forming to final folding — is automatic. That means cleaner, neater pint packages that have more eye-appeal, more sales appeal. It also means greater sanitation as no hands touch carton interiors.

Fast Packaging The Model 175 allows for unlimited speeds up to 60 pint packages per minute. It handles ice cream from one 60-gallon continuous freezer to three 150-gallon continuous freezers. The machine answers the need for speedy, economical short run filling.

Labor Saving The same crew can be on the job all year round. One user reports that after installation of the Model 175 help was cut down from nine people to three with the same output. Other savings include: laundry, water, social security, pensions, floorspace, etc.

Better Housekeeping The small floor space required and the ease in which the machine can be moved makes for simplified clean-up in the plant. All parts that contact ice cream are easily removed for washing and rinsing.

Easy to Operate The carton is the measuring cylinder; no time is lost in adjustment. The filler automatically synchronizes itself with speed of the freezer. Nozzles and piping are pre-cooled without loss of cartons by ice cream flowing from the freezer.



Use this Handy Coupon for Quick Information

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 6-2

Name _____

Address _____

DARILOID

and

DRICOID



st

In user preference

• More ice cream is stabilized with Dariloid and Dricoid than by any other stabilizer or stabilizer emulsifier.

Proved advantages, demonstrated over the years, have established Dariloid and Dricoid in their top-flight position as the No. 1 choice of ice cream manufacturers all over the country.

Stabilizers and stabilizer-emulsifiers to meet all plant requirements

PROVED ADVANTAGES

- • • Natural Body
- • • Uniform viscosity of mix
- • • No breaking of flavor
- • • High resistance to heat shock
- • • Clean, attractive meltdown
- • • No protein de-stabilization with recoult whipping off
- • • Sustained smooth texture
- • • Flexibility and wide range of stabilization



DARILOID® . . . DARILOID XL . . . DRICOID® . . . DRICOID XL

products of

KELCO

COMPANY

20 N. Wacker Drive
Chicago 6

31 Nassau Street
New York 5

120 West Ninth Street
Los Angeles 14

Cable Address: Kelcoalg - New York